

December 2, 1957

Mr. H. B. McCarty, Director  
Station WHA  
The University of Wisconsin  
Madison, Wisconsin

Dear Mac:

It was good to hear from you today!

The NAEB Research Seminar is on schedule and will be held at Columbus all of next week. Last August at the Research Conference in Chicago, I proposed Westley as a possible participant to the seminar. However, I withdrew that name when I heard from you saying that you expected a new man in this fall to do research studies.

I guess I'm guilty of being unfaithful to Wisconsin for not following through on this, but I was under the impression I would hear from you if things worked out as planned.

Although transportation funds have already been allocated to the twenty participants and staff members, I am certain that we would be more than pleased to have either Westley or your new man sit in on all of the seminar. To keep things clear, however, would you please check that out with Keith Tyler who is acting as Chairman for this meeting.

Speaking of being embarrassed, I was also faced with the same problem: Dick Husband, who used to be in Psychology at UW, and now here, wasn't invited until about an hour ago....and I was faced with the problem of having to talk to him at the last moment.

Please give my best regards to Dr. Ewbank and may I wish all of you a fine Wisconsin holiday!

Cordially,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee

RDC/as

December 2, 1957

Dr. Harry Skornia  
NAEB  
Urbana, Illinois

FINDLEY AT BOARD OF EDUCATION, ATLANTA. THE FOLLOWING ONLY VAGUELY:  
ROWLAND AT PITTSBURGH, LOUIS HEIL NOT HEID AT NYU, CARTER AT NORTH  
CAROLINA.

rdc

## NAEB HOLDS FIRST RESEARCH SEMINAR

by

Raymond D. Cheydleur, Chairman,  
NAEB Research Committee, 1957

Kellogg funds made possible the recent successful and highly productive Seminar on Research in Educational Broadcasting, sponsored jointly by the NAEB Research Committee and the Committee on Research in Communications of the Ohio State University. Seminar Director of this meeting, held at Columbus from December 9 through the 13th, was I. Keith Tyler.

The goal of the intensive seminar was to delineate a broad program of significant research in educational broadcasting and to familiarize participants with a wide range of available research techniques.

It was recognized that the scope of the seminar would have to be broad. Nationally, an appraisal of the impact of educational broadcasting and its role in the total educational picture awaits development of a comprehensive, integrated, country-wide research program which can be systematically implemented over a period of years as resources become available. Locally, research personnel connected with educational radio and television stations and production agencies face frustrating problems resulting from significant and complex needs on the one hand, and inadequate financial and human resources on the other.

Of particular help to the participants was the availability of competent staff members from Ohio State University, acting as resource persons in social research. In addition, other outstanding consultants came to the



Seminar to participate in the critical discussions, including such experts as Benjamin S. Bloom, Herta Herzog, Paul Lazarsfeld, John J. Scanlon,<sup>and</sup> G. D. Wiebe.

Considerable time was spent in closely studying the matter of effects, and the seminar felt that "there is a very real danger of considering only those effects which correspond to the intentions of the broadcaster." It was also aware that there exists a broad range of "unintended or incidental effects which will merit investigation." Specifically, the participants considered the effects of educational broadcasting under the following categories: action, psycho-motor skills, involvement, cognitive behavior, affective behavior, and ancillary effects.

Many pertinent suggestions came out of the week-long discussions. These are now being edited by I. Keith Tyler, who was chosen by the NAEB Research Committee as best qualified to handle this phase of the work. Some of these recommendations may be mentioned at this time: the appointment of a full-time Director of Research, the soliciting of assistance and cooperation with all governmental and non-governmental agencies which might contribute to the national advancement of research in educational broadcasting, and the enlargement of the present research committee to include outstanding specialists from the other disciplines.



December 23, 1957

Dr. Harry Skornia, Executive Director  
National Association of Educational Broadcasters  
111 Gregory Hall  
Urbana, Illinois

Dear Harry:

After I talked to you on Friday, I tried to reach Keith Tyler to firm-up some of the things we were discussing about the new committee membership. Keith wasn't available and I thought I would try him this morning, but I recalled that he was leaving for Florida. If he comes through here within the next couple of days, we <sup>can</sup> get together on this and then call you. However, he wasn't quite certain as to how much time he had, and he may not be able to get to FSU.

As things stand now, they look like this, as I understand it:

- 1) Adkins, Coleman, and Flick go to other committee assignments.
- 2) Becker, Harwood, Choydleur, Merrill, and Tyler remain on the Research Committee.
- 3) Becker goes in as the new Chairman.
4. Kumata and Tannenbaum are being considered as replacements.
5. Other possible replacements might come from this group: Bloom, McLuhan, Newcomb, Milard, Gerjouy, and Foshay.

Now let me react to all of this, now that I have had time to think about it over Saturday and Sunday.

- 1) Becker is an excellent choice. In my opinion, he lacks the polish of Merrill, but he has calmed down a great deal in the last year, and he has a great deal of drive and enthusiasm. Then, too, at this stage, he also has some practical station management behind him.--- I think that this is very important when it comes to the problem of getting grants.
2. You asked about Ken Harwood. Remember, I urged that you keep him on. In looking back, I think I let my personal feelings enter the picture too much, because of the friendship we have had.---Although Ken has been as valuable to the committee's work as any man on it, I feel we have reached the stage where the committee must get a more representative group of educators. Consequently, I suggest that a replacement be made at this time.

So, my reaction to all of this now is that you, a) make Sam the Chairman, b) hold on to Tyler, Cheydleur, and Merrill.

This, then, permits a total of four replacements. I suggest the following:

- 1) Kumata.....He writes well, has the important touch of humor we need. The Seminar also listened whenever he spoke. What he may lack in knowledge in certain areas of research, he'll pick up within the next few years.
- 2) Bloom.....I think Keith will also agree with me on this man. It was generally felt that he had more influence on the Seminar in his own quiet way, than any other individual. By the way, and take it for what it is, I was having dinner Saturday night with the new President's wife and, knowing that she was from Chicago and was also a pretty sharp individual, I mentioned Bloom's name and the reason for doing it. Her reaction was most positive! ...and it all added up to the fact that he was highly thought of, well trained, etc.
- 3) Foshay.... Whereas I had little opportunity to talk with Bloom, I did have a chance to not only observe Foshay as well as talk to him. He, also, impressed the Seminar with his scope. ---By the way, we don't have a school man in this group, and we do need that type of representation right now, if we're to go after some real grants. There may be others, but Foshay should be carefully considered!
- 4) I have no special fourth choice. Perhaps he might be selected from the following names discussed last Friday: Tannenbaum, McLuhan, Newcomb, Millard, Gerjory. My last choice would be Newcomb, although whatever my negative reaction is just doesn't ring true at this moment. If you want a person from business, Millard might be a good man. The others---excellent points about each man.

In general, then, I think that Tyler would go along with my thinking about Kumata, Bloom, and Foshay. But I have no idea what he ~~may~~ suggest as a fourth man.

As soon as I hear that you have decided upon Becker, I'll ship out the three volumes of material I have here.

Cordially,

Raymond D. Cheydleur

c.c. Burton Paulu

airmail  
special delivery

*F.D. Sorry, no secretary today!*



December 19, 1957

Dr. Burton Paulu, President  
National Association of Educational Broadcasters  
Station KUOM  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

Upon the strong and positive recommendation from the participants and resource people at the NAEB Research Seminar, as well as the unanimous opinion of the members of the NAEB Research Committee, at the Columbus meeting, it is respectfully requested that the NAEB Board of Directors seriously consider ways and means by which a full time Director of Research may be appointed to the Headquarters staff.

Although fuller details will be given in the final report from this Seminar, it is envisioned that the Research Director would work directly under the Research Committee and the Executive Director of NAEB, that his duties would be defined by the committee based upon the many specific recommendations now being written into the Seminar report. An important recommendation to come out of this Seminar will probably be one suggesting that an advisory group be added to the Research Committee. It was felt that the Committee would profit considerably by having the continuing advice from recognized authorities in psychology, sociology, and the other disciplines, in helping them shape a master plan.

Since the Seminar study itself will not be completed for several months, the Research Committee, nevertheless, did want to call this request to the immediate attention of the Board.

Considerable discussion was devoted in the final Research Committee meeting as to the qualifications and duties of this appointment. It was agreed that since not only the man would have to be well qualified in broadcasting research as well as possessing those desirable characteristics found in the type of person who must appear before individuals handling important fund-sources, his minimum salary then should be set at \$12,000.00 per year.

Details obviously need to be worked out, however, once again we wish to let the Board know at this early date the general thinking of the Research Committee.

Respectfully,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee

cc: Harry Skornia

airmail

December 17, 1957

Dr. Harry J. Skornia, Executive Director  
National Association of Educational Broadcasters  
14 Gregory Hall  
Urbana, Illinois

Dear Harry:

At the request of the members of the NAEB Research Committee, it is recommended to the Board of Directors that the necessary funds be provided to, 1) edit all of the material prepared by the sub-committees, and 2) edit all of the speeches recorded on tape in the general sessions.

It was unanimously approved by the committee that I. Keith Tyler should be the editor of both publications. However, if funds are available for only one of the projects, it was the opinion of the Research Committee that the important sub-committee reports (Project 1) should be prepared first.

The cost of editing Project 1 was given as \$200.00.

The cost of editing Project 2 could not be determined at the time of discussion. Since all of the material of this project had been recorded on tape, Mr. Tyler was directed to study the problem and then give his estimate to Headquarters.

It was also the understanding of the committee that "preparation" of the reports meant that the final edited copy would be in proper form upon its submission to Headquarters, for duplication and distribution by them.

However, until funds are available, Mr. Tyler, nevertheless, will take the committee reports as they now stand, duplicate them for distribution to the participants, resource people, and Research Committee members, and will collect the remarks and comments made on each copy upon their return from these people.

I hope that the balance from the Seminar is such that Mr. Tyler may be directed by the Board to complete this phase of the project at an early date.

Sincerely,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee

cc. Burton Paulu  
I Keith Tyler

RDC:as  
airmail



December 17, 1957

Dr. Novice G. Fawcett, President  
Ohio State University  
Columbus, Ohio

Dear President Fawcett:

On behalf of the Research Committee of the National Association of Educational Broadcasters, may I thank you for the splendid arrangements provided us by the Ohio State University during the entire week of December 9.

As you may recall, the purpose of the NAEB Research Seminar was the first attempt to pull together many of the top specialists in the various areas in order to study the broad perspective of research efforts, to delineate a series of significant problems, and to suggest critical communication research studies.

When Kellogg funds became available for this in August, the Research Committee met in Chicago to study a proposal from Ohio State University, and we were pleased to accept the invitation from Dick Hull and Keith Tyler. It seemed only fitting that the Seminar Director should be Keith Tyler, because of the tremendous respect he has earned through the years from both commercial and educational broadcasters.

Of particular importance was the fact that Frederic Heimberger helped to set the entire tone of the meeting in his important opening remarks made to the participants and committee members.

We are also appreciative of the fine arrangements provided at the Ohio Union. We found the food services to be of an exceptionally high standard, the personnel most helpful, and the physical arrangements of the conference rooms most comfortable.

Thank you again for the wonderful opportunity to be on your fine campus.

Cordially,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee

RDC:as



Seminar on Research in Educational Broadcasting  
Sponsored by the  
National Association of Educational Broadcasters and  
The Ohio State University

ROSTER OF PARTICIPANTS

- 1 Adkins, Gale. Director, Office of Radio-TV Research, University of Kansas. NAEB Research Committee.
- 2 Becker, Sam L. Director, Division of Television-Radio-Film, State University of Iowa. Currently directing study of kinescopes vs. classroom lectures. Research and publications in mass communication. NAEB Research Committee.
- 1 \*Bennett, John. Professor, Sociology and Anthropology, Ohio State University. Background in research in cultural influences including broadcast media. Resource Person.
- 2 \*Bloom, Benjamin S. University Examiner, University of Chicago. Research and publications in evaluation of educational behavior. Resource Person.
- Bogart, Leo. Research Division, McCann-Erickson, Incorporated. Research and publications in mass communication. Resource Person.
- Cheydleur, Raymond D. Assistant Director, Florida University Broadcasting Services. Research and publications in broadcasting. Chairman, NAEB Research Committee.
- \*Crary, Ryland W. Director of Education, Educational Television and Radio Center. Audio-visual education. Currently coordinating research supported by Center.
- \*Dale, Edgar. Professor, Bureau of Educational Research and Service. Research and publications in audio-visual education including readability. Resource Person.
- \*Denney, Reuel. Professor of Social Sciences, Center for the Study of Leisure, University of Chicago. Research and publications in social and cultural phenomena. Resource Person.
- \*Ellery, John B. Supervisor, Radio and Television Research, Wayne State University. Research in public opinion and communication.
- \*Evans, Herbert E. Vice President and General Manager, People's Broadcasting Corporation, Columbus. Host for Monday's Dinner.
- Flick, Clarence E. Assistant Professor and Director of Radio and Television, Department of Speech, University of Nebraska. Currently Mass Media Fellow, Fund for Adult Education. Research in broadcasting. NAEB Research Committee.
- Foshay, A. W. Executive Officer, Horace Mann-Lincoln Institute of School Experimentation, Teachers College, Columbia University. Research and publications in education.
- \*Gardner, Burleigh B. Executive Director, Social Research, Incorporated, Chicago. Research and publications in social phenomena. Resource Person.
- \*Gerjuoy, Herbert. Department of Psychology, University of Toledo. Research and publications in experimental psychology.
- Harwood, Kenneth. Chairman, Department of Telecommunications, University of Southern California. Research and publications in broadcasting. NAEB Research Committee.
- \*Herminghaus, Earl G. Research Consultant, St. Louis Public Schools; Graduate Institute of Education, Washington University. Conducted research aspects of St. Louis experiment in large-group television teaching. Research and publications in education.
- Herzog, Herta. Vice President, McCann-Erickson, Incorporated. Research and publications in social psychology and mass communication. Resource Person.
- Hull, Richard. Director of Radio and Television Broadcasting, Ohio State University. NAEB Vice President.
- \*Kelly, George A. Professor of Psychology, Ohio State University. Research and publications in psychology. Directed Montclair preliminary study of school television. Resource Person.



- \*Knower, Franklin H. Professor of Speech and Chairman, Interdepartmental Committee on Communication, Ohio State University. Research and publications in psychology and industrial aspects of communication. Resource Person.
- \*Kumata, Hideya. Associate Professor, Communications Research Center, College of Communication Arts, Michigan State University. Research and publications in communication.
- \*Lazarsfeld, Paul F. Chairman, Department of Sociology, Columbia University. Research and publications in social phenomena including communications. Resource Person.
- \*Mall, Richard. Associate Professor of Speech, Ohio State University. Research in broadcasting. Resource Person.
- \*Marquis, Chalmers. Director of Program Development, Chicago Educational Television Association. Broadcast production and promotion.
- \*McLuhan, Marshall. Chairman, Culture and Communications Seminar, University of Toronto.
- \*Merrill, Irving R. Director, Television Research, Michigan State University. Research and publications in the mass media. NAEB Research Committee.
- \*Millard, William J., Jr. Director, Millard Research Associates, Pelham Manor, N. Y. Research and publications in social phenomena including broadcasting. Resource Person.
- \*Moore, Harry. Department of Sociology, University of Texas.
- \*Neidt, Charles O. Chairman, Department of Educational Psychology and Measurements, University of Nebraska. Research Director, Nebraska In-School Television-Correspondence Study Program. Research and publications in education and psychology.
- \*Newcomb, Theodore M. Chairman, Doctoral Program in Social Psychology, University of Michigan. Research and publications in social psychology. Resource Person.
- \*Parsey, John. National Project in Agricultural Communications, Michigan State University
- \*Peters, Frank R. Director, Measurements and Evaluation, University Counseling and Testing Center, Ohio State University. Research and evaluation of educational behavior. Resource Person.
- \*Rowland, Howard. Associate Professor of Sociology and Director WQED Audience Research Project, University of Pittsburgh. Social research.
- Scanlon, John J. Deputy Director of Research, Fund for the Advancement of Education. Resource Person.
- \*Scodel, Alvin. Associate Professor of Psychology, Ohio State University. Resource Person
- \*Seibert, Warren F. Television Programs Research Consultant, Purdue University.
- \*Shepherd, John R. Assistant Professor of Speech, and Coordinator of University of Oregon Productions on Station KOAC-TV, University of Oregon. Television production, research and publications.
- \*Shimberg, Benjamin. Assistant to the President, Educational Testing Service, Princeton, N. J. Educational research; evaluation of educational broadcasting.
- can. R. H. 1  
O. K. \*Siegel, Laurence. Assistant Director, Experimental Study in Instructional Procedures, Miami University, Oxford, Ohio. Research and evaluation.
- Skornia, Harry J. Executive Director, National Association of Educational Broadcasters.
- \*Sloane, Frank. Director, Research and Information, Board of Public Instruction, Dade County (Miami), Florida. Educational and administrative research.
- \*Summers, Harrison B. Professor of Speech, Ohio State University. Research and publications on broadcast audiences. Resource Person.
- \*Tannenbaum, Percy H. Assistant Professor, Institute of Communications Research, University of Illinois. Mass media research and publications.
- Tyler, I. Keith. Professor, Bureau of Educational Research and Service and Director, Radio and Television Education, Ohio State University. Research and publications in mass media. Seminar Director.

- \* Tyler, Ralph W. Director, Center for Advanced Study in the Behavioral Sciences, Stanford, California. Research and publications in the evaluation of educational behavior. Resource Person.
- \* Wagner, Paul. Associate Professor, School of Journalism, Ohio State University. Research and publications in mass media. Resource Person.
- \* Wiebe, Gernart D. Partner, Elmo Roper and Associates, New York City. Research and publications in social psychology and communications. Resource Person.
- \* Wispe, Lauren, Associate Professor of Psychology, Ohio State University. Psychological research and publications. Resource Person.

Additional biographical material for most of the participants is available in the Seminar files in the Seminar Office.



General policy: Say "broadcaster" or "medium", not "television".

1. What is the relationship between the type of content carried by a station and the type of support it gets?

~~xxx~~ This has implications for financing, pressures, biases.

This could be a cooperative research project involving different stations.

2. What are the objectives of educational broadcasting stations?

Overt objectives

Covert objectives

3. How well do the stations accomplish their objectives? How can we measure the relationship between accomplishment and objectives?

4. What are the current operating costs of educational stations?

Standardised accounting procedures would be desirable here.

5. What is the nature of the community-institutional demand for educational broadcasting.

6. How can we evaluate prospective community support for a prospective educational broadcasting facility?

7. Under what conditions is continuing financial support for educational broadcasting likely to occur?

8. What are the tax payment drains on the budgets of educational broadcasting stations?

9. What are the latent and manifest motives of the executives who make decisions pertaining to education programming when they make these decisions?

~~xxx~~ This will be very hard to research

10. Is there any way of improving how feedback is gotten-- improving the measurement of public reaction to output.

11. What is there that any particular mass communication medium can do that can't be done ~~by~~ as well or better by any other?

12. What is there that any particular mass communication medium can do that can't be done at least as inexpensively by any other.

Committee I

Chairman: Merrill

Members: Gardner, Moore, Flick, Marquis, Cheydleur, Adkins, Newcomb, Merrill (chairman), Gerjuoy (secretary).

Merrill: The purpose of the main meeting was educational broadcasting research in the broad sense. People learn from a commercial. Do people learn in the same way from ETV?

We want to write a non-partisan document on research, neither pro nor con ETV.

Is the category we were given to work on workable? Are there any modifications?

Our category is:

\* \* \* \* \*

Stimulus is a bad word from the standpoint of the sociologist.

Our subject matter can be seen on different levels of the size of the stimulus class.

When we get finished the main group (committee of the whole) will attempt to organize the three committee reports.

GARDNER: Here is the ETV station output. There are two problems at least.

1. Decision about what is being attempted to be accomplished if you like what you consider good--- the problem of goal selection. This is related to WILL YOU SURVIVE?

A surviving station must put out what will be accepted.

Programming policy must be decided with this (survival) in mind.

If you want to teach some particular course, e.g. Psychology Ia, this is a tactical issue. The strategic issue is to survive; to develop music appreciation, etc., are the aims of the station; these are largely strategic matters too. Putting on a particular course is tactical.

The first problem is the image in the mind of the audience of what will happen when they turn on the ETV channel. The audience must feel it needs what will happen when they turn the station on.

The second problem is the tactics of programming.

a) Do you need: "great" musicians, etc., to appear.

A further problem is the kind of audience. a) truck-driver, b) executive, c) teenager, d) ambitious young man, etc., etc.

This relates to the timing of the program.

Each audience has its own configurations of interests, needs, emotional desires, etc. The program must satisfy these configurations.



MERRILL: Here is a parenthetical remark. Classroom broadcasting is only one part of the entire field. We must turn to the broader issues of ETV.

GARDNER: Business executives (like station managers) find it very hard to give a precise researchable statement of research problems. It is not their job, not their training to be able to do so. They are too busy running the station.

Educational TV says that everyone should pay for it, like a State University, even if everyone does not use it.

It is doubtful if we can just give a classroom course competing with University Extension courses. Why set up another extension course? Another extensions school? It is a more expensive way of doing the work.

CHEYDLEUR: Costs will be \$2.18 per semester per student in my State according to Gov. Collins.

GARDNER: Do you believe that?

MARQUIS: We set up another extension course on TV to reduce the costs of extension teaching.

GERJUOY: Maybe the cost is not what determines whether people will want it. Maybe there are other motivations than cost that determine public acceptance.

MERRILL: ~~xxxx~~ Let's call our subject "output", not "stimulus".

MARQUIS: Let's call our subject "program".

MOORE: How do we translate Gardner's comments into research? I have some notes on his comments attempting to make research suggestions out of them:

1. Who gives support for ETV?
2. What contents does ETV have?
3. How do you capture an audience?
4. What values is ETV trying to communicate?
5. What are the techniques used (should be used) by ETV?
6. What is the image produced by ETV in the public?
7. Is there anything unique produced by ETV?

GERJUOY: Some ~~ix~~ of these questions relate to non-stimulus variables not germane to the work of this committee.

MOORE: My subjects all did relate to the work of this committee.

GARDNER: We must consider the audience, and all these other variables, when considering the stimulus to present.

GERJUOY: Our research subject (for this committee) involves ~~xxxxxxx~~ studies in which the primary experimental variable (the primary experimental factor, the thing not held constant, but systematically varied) is the stimulus. We have to use some particular audience, some particular response, but these are presumably kept constant. Other committees study cases where the response is varied (committee III) or the audience (committee II). Of course no committee will then consider factorial experiments in which we try, for instance, two kinds of presentation (a stimulus variable) on two different audiences.



MERRILL: This group, this subcommittee, should come out with a document.

ADKINS: A document with answers? Or a document with questions?

NEWCOMB: Let's list variables. We can then mention how we could measure each variable we list.

MARQUIS: Can we use the 48 research suggestions already submitted to the research committee?

MERRILL: Let's include Gardner's idea of discussing objectives.

MARQUIS: Let's subdivide into two groups: One on objectives, the other of methods of research.

CHEYDLEUR: No.

GARDNER: Let's each state some objectives and each criticize each other's, from the standpoint of researchability, that is. Let's be very specific and discuss a particular highly applied case in detail.

NEWCOMB: The total group should discuss research objectives, not this committee.

GARDNER: We must at least state that picking the objectives of the research is the necessary first step.

MARQUIS: (lists the research program given us to discuss by the full research committee)

\* \* \* \* \*

MARQUIS: Adding to this program given us to consider, I would add the subheading of the organizational structure of the station's management, etc. This is vital.

Another category is: How do you publicize--promote the station? How do you feed stimuli to the audience except by way of the very tv station itself?

NEWCOMB: Here is a proposed variable: Program variation subject to audience feedback.

GERJUOY: I can subdivide that into finer categories:

1. The time dimension-- is the program variation quick or slow in time?
2. The extent of variation possible-- is the variation possible slight or large?
3. The nature of the variation-- is it in cognitive content, or is it the manipulation of different emotions, motivations, etc. Can the program change so as to reward or punish the viewer for certain of his behaviors, the way a classroom teacher rewards and punishes?

MERRILL: We would end up building a research program if we follow Gardner's approach. If we do it the other way we would be asking what do we know about how to find the answers to various proposed questions.

GARDNER: Here is another approach, starting from the other end: If we are going to do research on a given program, how will we go about finding out how it works? What are the commonly used methods of evaluation? Eg., letters to the stations, etc. We could list different types of data that can be obtained, and discuss the probable value of each.

CHALMERS: Let's list our own views of the needs for research. Let's list a random set of needs.



(Newcomb departs)

MERRILL: Shall we do it Gardner's way. Assume we have X number of dollars, as Gardner suggests, and can use it for a research program.

ADKINS: Are our subheads under output given us by the research committee OK?

MERRILL: NO. We will attempt to catalog our problems after we suggest some. We can then make our own subheads.

MOORE: Are these questions we think ~~needed~~ ought to be researched?

MERRILL: These are questions we think should be researched. Not hypotheses to be tested. We can suggest them as areas for research even if we don't have a hypothesis or prediction.

### Listing of Problems for Research

FLICK: 1. Attitudes by administrative spenders towards the use of ETV. The image of ETV by the top executive who makes the decisions about it. Attitudes by the men from whom the money comes.

GARDNER: The executive sees the programs as a stimulus to act on somebody else. He doesn't want to watch them himself.

This leads into the examination of the nature of the processes within the community generating pressures to control programs in terms of group interests by particular groups in the community.

Question: Does the program accomplish the purposes of the group that gives the money or makes the decision that puts it on?

We often have to subdivide the purposes of the program into sub-purposes. It may accomplish some purposes, not others.

The same group may have more than one purpose, different groups with different purposes may be behind the same program.

CHEYDLEUR:

2. Find out what is the cost of a particular program. Now. We need a uniform cost accounting procedure, for accounting production nationwide, comparing different stations.

GARDNER: We need the same good accountant going around to different areas asking the same cost questions in each station.

CHALMERS: 3. Where will continuing long term support come from?

4. How can we effectively use other media to promote--publicize--stimulate the potential ETV audience?

MERRILL: Are the major problems relating to money? Are they relating to content? Are they: What is the purpose of the message?

MERRILL--MARQUIS: 5. What are the different intents (purposes) of different ETV stations?

GARDNER: 6. What techniques are most appropriate in putting across some particular purpose (e.g., teaching).

7. What about problems of casting persons on camera.

8. Questions of visual-aid techniques, etc. Presentation technique questions.

MOORE: Here are some specific or detailed proposals:

9. Prestige of the man who appears.

10. Denotative (informational, directive) teaching versus connotative (indirect, Socratic) teaching.



GERJUOY: 11. The relation between subject matter and sense organ best appealed to. Some things go better, perhaps, on educational radio, than on ETV.

GARDNER: There is the question of the best voice quality of the speaker (12.)

GERJUOY: 12. Whether the material is put into words or symbols, or whether it is ~~in~~ presented by direct means. You can describe something or you can show it. Often describing in words takes less time (if you let them read it rather than hear it).

13. Privacy of the subject. Can he take off his pants while he watches the show. Should it be seen in groups or individually? Some are better one way, some the other.

GARDNER: ~~There is a question of whether an industrial program~~ ~~was~~ ~~aimed at~~ groups that could discuss it afterwards.

GERJUOY: There is Newcomb's feedback variable. (15.)

GARDNER: We need experiments on all kinds of feedback.

GERJUOY: 16. How sensitive is the program to the feedback. A kinetic show may not be. Live shows might.

GARDNER: 17. How meaningful is the feedback. Some people think it doesn't mean a thing. You get some very strange subgroups of the audience responding in many cases.

MOORE: How about getting back to general subject matter now?

MERRILL: We have three main areas: a) financing; b) the message; c) the role of the station in the community. Let's see which is the most important.

GARDNER: If we are going to do research, we must ask:

a) what is the image of Channell 11 in the public mind?

b) where does it fit into the lives of the people in the public?

~~or~~ what does it lack in comparison to the other things that they have images of?

That is, what is its social role function?

c) let's look at the programs, then, and see how they fulfill and determine the image. How do the bits and pieces of individual programming contribute to this image? How do they act on different segments of the audience?

MERRILL:

18. What research requires national study      What research is for the local level?

GARDNER: There are some research techniques available to every station. If they all use these then we could compare the differences in results in one station with another station.

GERJUOY: This is the question of the smoothness or consistency of research results as opposed to their turbulence.

GARDNER: This is the question of how uniform are the results.

CHEYDLEUR: There must be simple techniques available that an intelligent non-psychologist on a station staff could apply uniformly.

MOORE: This is a job for the research committee-- the permanent committee, that is.

GARDNER: Then we could have some standards.

CHEYDLEUR-- MARQUIS: IF they are simple and are applied everywhere.

ADJOURN.



## TYPES OF RESEARCH (Preface?)

3  
The attempt to categorize research frequently results in the imposition of somewhat arbitrary values on particular problems, methods of investigation, and on research conclusions. For example, pure research is thought by some to be better than applied research, laboratory research superior to non-laboratory research, and basic research more desirable than action research. In principle, we believe that the method of research is a product of the nature of the problem under study, rather than simply a prestige or status symbol which some may relate to familiar ways of working. While it is not our wish to make such invidious distributions in this document, we do believe it desirable to classify research in order to better use our resources of time, talent, and money.

As is true in related fields, such as education, psychology, sociology, communications, and the like, much of the research in broadcasting may be considered to be applied research. Traditionally, the objectives of such research have been to attempt to determine what should be done to produce particular consequences. Within this context of "applied", a primary concern of educational broadcasting research seems clearly to be with the learning process. With this distinction in mind, it is possible to identify what could be called the major forms of research methods in broadcasting.

We have chosen to distinguish two classifications for types of research in this area. These are 1) basic research, 2) demonstration research. At times these may be difficult to distinguish, although generally one should have relatively little difficulty in determining what is intended in the particular design. These forms are clearly interrelated, and one should contribute to the other.

By basic research we mean that research which is intended to discover major

principles and generalizations. Such research may proceed from the theoretical formulations found in the related fields, and need not necessarily originate within broadcasting itself. This type of research is essentially intended to produce new knowledge, principles, and theories. It is the newness of the knowledge we would wish to stress in this definition and not its general value or applicability to broadcasting. It would, of course, be expected that this research, if well done, would provide a basis of large range of decisions and actions by educational broadcasters.

By demonstration research we mean research for which the results can be predicted with almost complete certainty in advance and which serves to demonstrate to a new group something already well known to another. This research method may well be as elaborate and sound as would be true in basic research. The significance of this form is not in what it contributes to the field of knowledge, but rather how it may help a group resolve its doubts.

By way of summary, the relationship of these types of research to each other, as well as to educational broadcasting itself should be made clear. It is possible that a particular research procedure comparing Method A with Method B in Field X may be basic research, as we have defined it. If the same research were done again, with somewhat different groups and under somewhat different conditions, it could still be regarded as "basic" research, since new knowledge was being established in both cases. However, after several such explorations, there may come a time when nothing substantially new is added by further investigation, but the investigator may find it necessary to demonstrate again in order to help a particular group take an important step with some greater degree of confidence. While this latter action is clearly not the responsibility of the researcher in his traditional role, it suggests that research, as it applies to broadcasting at this time at least, can have this important and additional function.



Preliminary report of Committee II

*Handwritten notes:*  
Kern  
John Shyler  
Roland  
Parsen  
Alley  
Hull

It has been said that we live in a communications revolution. In order to understand the audience of educational broadcasting, it is mandatory that we understand the dynamics of this communications revolution in which the educational broadcasting movement finds itself.

We have moved from the period when education was limited to small elite groups to the present period when education is demanded for great masses of people. However, social change has exceeded in a great many instances the capabilities of the members of the society to cope ~~with~~ and exist with these changes. In addition, the change in orientation toward education has meant that the educators themselves lag in methods of handling the problem of rapid and mass education.

One of the effects of the communication revolution is the increased speed with which information can be disseminated. It is in this speed and pervasiveness of dissemination agents that the audience comes to realize some of its problems in the educational area. An awareness of social changes taking place is created by rapid ~~dissemination~~ and widespread dissemination. This awareness reveals to the audience many undeveloped countries in their minds. They find, for example, that they have not had the training necessary to understand certain technological developments. The educational broadcaster is responsible not only in creating awareness of ongoing change but is also one of society's agents responsible for fulfilling the educational needs aroused in audiences by this awareness.

As a general approach to the problem of educational audiences, we take the viewpoint that it is necessary to pinpoint the pressures and stress points produced in the audience. These stress points, the undeveloped countries of the mind, point to the gap people feel between their present attainment and self-image and the world in which they find themselves. There is a feeling that they ought to sharpen up these areas. Voluntary interest can be tapped and research is required to feel them out.



Such problems and the problem of utilizing educational broadcasting to help alleviate the pressures are not new ones. At one time, proponents of educational radio grappled with these problems and suggested ideas for proceeding. The state of educational radio today should be ample warning to those who are ~~much~~ vitally interested in seeing educational television take a prominent place in closing the gaps and easing the pressure points in our society. The recommendation of this committee is that as a first step we take a careful analytical look at the history of educational radio. Many of the pioneers of that movement are still with us. The ideas for audience research which ensue from this conference should be "pre-tested" by inquiring into what educational radio pioneers did in various areas.

The basic research on audience, we feel, is the tapping of areas of need. We should take the potential and not the actual audience of educational broadcasting as our population. Part of the objectives, indeed if not most, of educational broadcasting should be based upon servicing the felt educational needs of the populace. If such felt needs could be drawn out through research, then the whole educational broadcasting movement would have a firm basis upon which to ask the community to support relatively expensive educational broadcasting stations.

The audience "needs" orientation involves both felt needs, potentially felt needs, and perhaps some unfelt needs. Felt needs are areas in which audience members consciously want programs, and are motivated enough so that they will tune in to them. Potentially felt needs are areas in which audience members will rather quickly realize an interest once the area is pointed out to them. Unfelt needs are the "educator areas," areas that we think people ought to be interested in although they don't seem to be. The burden of proof is on the educational broadcaster to show that unfelt needs should be treated in any but a "captive" audience situation.

Felt needs and potentially felt needs will often be turned up by exploring pressure and stress points in our culture, where one aspect of life has pulled away from other aspects.



For example: The illiterate makes a good dollar wage, has a middle class home, and feels the gap between his illiteracy and the remainder of his way of life. Lower middle class children who grow up to upper middle class incomes want to belong, and to shed the stigmata of their origins. They feel the need for learning many kinds of things that legitimize their higher status. Regardless of socio-economic status, many people feel that they are falling behind in even a speaking acquaintance with progress in the most swiftly moving areas such as electronics, medicine, etc.

What must be stressed here is that the educational broadcasting audience exists in a total social field. The pattern of production and consumption in the educational area is no longer merely the knowledge which the teacher happens to have or to approve shoved along to a captive consumer. The teacher must now consult audience as part of the entire community of learning, and not a mere isolated target for the sort of ammunition he happens to have in stock.

An example of what research on the potential audience may turn up may be illustrated in this manner. Some notion of ideal educational goals and states will be known. However, the expressed ideal goals may be perceived by the respondents as beyond immediate attainment. Part of the confusion existing in educational broadcasting may be the acceptance of expressed ideal goals as workable goals in programming. In addition, we will find out actual attainment in educational terms for various segments and sub-segments of this potential audience. Thus we can see one type of ~~gap~~ gap, that between ideal goals and actual attained educational level. There is a third type of information which can be gathered. These are realizable goals as perceived by the respondents. This the possible state which audience members realistically judge to be attainable within the time, money and energy which they can spare. We think this level will never be at the same level as actual attainment but will also never be set at the level of ideal goals. Here is a second gap. Perhaps it is in the area of this gap between realizable and presently attained goals that educational television should concentrate.

## Committee II 4

At the same time that we seek to delve into the needs of the potential audience, we should make every effort to interest social scientists in including studies of the status of educational broadcasting as part of the scope of larger studies of the web of social interrelationships. We may find that educational broadcasting has cast the educator in a new role of not only writing the text materials but of publishing the text and disseminating it. In thus defining a new function of educators, we force changes in the people responsible for educating others to cope with change. What educators want to teach must be subordinated, and modified into harmony with what a reasonable minority of the population wants to know. Educators must face up to the necessity of using public funds in ways that produce a defensible yield per dollar.

Once basic needs are established through research on the potential audience we can turn to questions about approaches to handle actual audiences. A natural division in educational broadcasting (especially television) seems to be between two types of audiences...Captive and free. There is a parallel division in points of view and the kinds of questions we will pose in research on audiences.

In the captive audience situation we are more concerned with teaching more efficiently what must and should be taught. In the free audience situation, we are more interested in teaching things in such attractive fashion that large audiences will be attracted to voluntary learning.

Having these two orientations poses the initial problem of how the educational station can project an unambiguous image and the subsequent research followup of whether the station has been successful in doing so. We can list some of the problems for research under the captive and free audience conditions.

For captive audiences:

What lessons, segments of subject matter, are traditionally difficult for students? What areas of knowledge are moving so fast that many teachers actually are not up to the minute in their own subjects? What blocks of information are so unambiguously



Committee II 5

required, and so well established in the ways they can be taught, that one teacher can teach thousands thus releasing many teachers for more specialized tasks?

What blocks of information that now are boring and routine could be taught in new and lively ways by especially creative teachers if they were allowed time and facilities for developing the lessons?

Under the free audience:

What are the hierarchy of audience values? What is the nature of the social situation in which educational broadcasting operates? What kinds of competitive demands are placed on audience members?

Seminar on Research in Educational Broadcasting  
Sponsored by the  
National Association of Educational Broadcasters and  
The Ohio State University

REPORT OF COMMITTEE III

Introduction

The committee concerned with a consideration of broadcasting effects would like it made clear that it has tried to keep constantly in mind the fact that we are concerned with much more than the one-way effects of educational broadcasting; instead, we recognize and we hope we have reflected a concern for all broadcasting and all segments of the culture which may be affected. We recognize that effects can proceed in more than one direction; for example, that reactions of recipients may produce effects upon those responsible for the message. Producers, administrators, performers, non-performing school staff, users and non-users, among others, may be influenced.

Many, if not all, effects can be observed on an immediate as well as a long-term basis. Typically, formal education is concerned with long-term effects and this should be considered in evaluations pertaining to this area. On the other hand, it can be recognized that other broadcasting ventures can be adequately appraised in terms of their immediate impact. The deviant individual can be a source of productive information and hypotheses.

There is a very real danger of considering only those effects which correspond to intentions of the broadcaster. There exists a broad range of unintended or incidental effects which will merit investigation. When such unintended effects can be anticipated or at the point where they are perceived, research people should concern themselves with the identification and interpretation of them.



## Effects

The effects which should be examined if broadcasting is to be understood are described in the following paragraphs. These effects are ordered arbitrarily for convenience. A statement of the research problems which this committee feels most need additional attention at this time can be found at the end of this document.

The effects of educational broadcasting are considered under the following categories: action, psycho-motor skills, <sup>involvement</sup>~~attention~~, <sup>behavior</sup>cognitive, <sup>behavior</sup>~~affective~~, and ancillary *effects*.

- A) Action. Educational broadcasters are sometimes interested in action per se. We sometimes want to get out the vote, to get people to attend concerts, or to brush their teeth. This is relatively simple to measure since it is a matter of direct observation rather than inference, and the behavior has its own validity. It is important to note, however, that this type of research, taken alone, does not contribute a great deal to our level of understanding of these media or the people and institutions with which they interact. It is to be hoped that research projects which are concerned with action, also attempt to go deeper, to use action as an index of the types of effects noted below.
- B) Psycho-motor skills. Such skills as typing, knot-tying and laboratory manipulation would be included in this category. Again, such skills would be measured by direct observation methods and examination of product.

C) Involvement. This is a problem which must be of concern to any broadcaster. One can obviously have no effect if viewers are not tuned in, physically or mentally. Involvement could probably be broken down into these two categories:

- 1) Physical presence. This aspect of involvement is concerned with the number of recipients of the message being broadcast. Analyses in this area are usually based upon numerical indices derived from enumeration data. Preceding most of this research an attempt should be made to define different indices for educational broadcast audiences than are currently used with commercial broadcast audiences. Such indices might be based upon the particular fraction of the audience in which we are interested rather than the usual total number of sets in an area or "sets in use." We need to study the effects of different types of promotion upon the desired audience for an educational broadcast. We need to ask not only "how many" but "why."
- 2) Attentiveness might be the best term to use for our second category of involvement. This effect must be evaluated in terms of kind as well as degree. Indices for this type of behavior need to be developed. These might be approached through the rating of directly observed behavior as "relevant" or "irrelevant." These might be approached by stopping the program at some point and simply asking subjects what was going on. They might be examined through measuring the subjects' degree of participation in the broadcast.



Through the use of such indices, we must study the content, performance, production, and audience (individual) variables which influence attentiveness.

- D) Cognitive behavior. This category includes such effects as 1) levels of information, 2) skills as self-directed learning, 3) problem solving ability, and 4) critical thinking ability, which are modified by a broadcast or broadcasts. In this area we need to study individuals and sub-groups as well as major groups. It is important in this area that transfer or generalizability of this type of learning be examined. We can continue to utilize the usual achievement tests here but we could gain much from item analyses of data to achieve greater understanding of cognitive effects. We need to develop new and different kinds of diagnostic achievement, problem solving and critical thinking tests so that we can better evaluate our educational broadcasting efforts in this direction. We can examine incidental behavior (that is to say, behavior which is not the direct result of the broadcaster or researcher telling the subject to do this specific thing) as an index of some aspects of cognitive effect. Some examples are subsequent ability of subjects to select "good" books from the library, to organize materials in written form, etc.

It might be useful for those researchers not familiar with them to examine the following reference works:

Taxonomy of Educational Objectives, ed. Ben Bloom.  
Elementary School Objectives, Nolan Kearney, et al.

Secondary School Objectives, Will French, et al.

- E) Affective behavior. This category, sometimes referred to as the connotative aspect of behavior, includes such elements as 1) attitude, 2) self concept, 3) interests, 4) stereotypes, 5) adjustment, 6) aesthetic appreciation (sensitivity and appreciation -- or discrimination), 7) interests, and 8) values. Though these aspects of behavior appear to be of major concern to the educational broadcaster, they have received little consideration in the research to date. There are a number of measuring instruments available for evaluating this type of effect. These include depth or focused interviews, projective techniques, the Semantic Differential, attitude scales, the Q-technique, interest inventories, values inventories, and personality inventories. Many additional techniques evaluating affective behavior need to be developed. It should be noted that in probably no other area is it as vital that the researcher be well trained. A basic reference work is Mental Measurements Yearbook, Vols. III and IV, ed. Oscar K. Buros.
- F) Ancillary effects. There are many effects which cannot be judged in terms of individuals . These have to do with effects on society, on institutions, or upon such things as curricula in the schools. Methods of examining this type of effect are less clear. Undoubtedly, the methods which have been used to examine images of institutions would be useful. At this point, observation and description would also appear to have a place.

The committee feels that research utilizing affective behavior, critical thinking, and problem solving aspects of cognitive behavior as criteria would probably make the greatest contribution at this time to our understanding of and more effective use of



the educational broadcast media. Whether such studies are done at the local or national level and their cost will depend primarily upon the independent variables which are to be examined in relation to effect.

## IMPLEMENTATION

We recommend the following:

- ~~1.~~ Recognition of the present state of our society and education.
- ~~2.~~ The Research Committee should take all possible steps to implement this.
- ~~3.~~ Organization of our research efforts so that they bear most effectively upon the critical problems of our times. This will involve identification of presently unrecognized issues *and the consideration of the relative importance of all issues.*
- ~~4.~~ Focusing upon the problems of educational broadcasting all the resources of content, intelligence and research available in our various organizations.
- ~~5.~~ Developing of a broad plan which will include provisions for adequate long-term financing, staffing, and distributing and the application of such findings as would result.
1. ⑤ Implementing this plan through the employment by the NAEB of a full-time Director of Research with adequate staff, budget and facilities. Such a director would be guided by a reconstituted NAEB Research Committee which would include as members outstanding researchers in psychological, sociological, educational and other disciplines.  
  
It is recommended that the Director of Research would (1) continue to expand the types of services now provided by the NAEB Research Fact Sheets and other publications; (2) develop, with the Committee, programs of financial assistance, grants-in-aid, and other research support; and (3) perform other functions at the direction of the Committee.
6. Recognizing that if radio and television are to be operated responsibly for education, each station or programming agency should use the services of trained research personnel.



7. The ~~most~~ ~~aid~~ adhering to high standards of both social responsibility and research technique in all studies relating to educational broadcasting.

The promotion of such ~~high~~ standards should be furthered through consultation and other guidance that may be in support of local or national studies.

8. Soliciting the assistance and cooperation of all governmental and non-governmental agencies which might contribute to the national advancement of research in educational broadcasting. Each researching group should provide full cooperation in studies that might be initiated by other groups.

near head  
additional  
for national  
and primary  
agency

1. Distribution should be included in report -

2. Seminar

3. Lack vitality

4. needs spelling list

5. Further implementation

6. Reconsider objectives & broadcast, reevaluate them

7. Define goals Have stations consider <sup>their</sup> kind & goals

8.

TO: Research Committee  
FROM: Skornia *W. J. K.*  
DATE: December 4, 1957

As we close books here on Research Seminar, there are 18 participants, including Crary.

The list sent you November 27 is correct for participants, except for Siegel and Macomber, only one (probably Siegel) of whom will be present.

Alternates who accepted are as follows (all on previous list): Gerjuoy, University of Toledo  
Parsey, of NPAC  
Roland, University of Pittsburgh  
Moore, University of Texas.

I found, on calling, that neither Dailard (a school superintendent) nor DeGraff Stanley (teacher who did their one report) are researchers. Nor do they seem to have as much to contribute as the others.

The shortness of time in inviting alternates wasn't good. One reason was that those initially invited didn't reply (on trips, wrong address and letter not forwarded etc.). Adam's invitation for example never came back and was apparently never forwarded from North Carolina, the address we had for him. Maybe you can help soothe ruffled feelings for those you know; the other alternates listed November 27.

See you the evening of December 12. Scheduled to arrive from New York on American's Flight 173 at 5:35 p.m. for evening session. Will come direct to hotel. (Keith: will leave reservation to you --- I may be somewhat after 6:00 p.m.) If I find no one there I will come to the Union for that evening's session.

HJS:jw



*Dr. Heimberger*

*Chair - Gentlemen*

AS ALREADY MENTIONED BURTON PAULU, PRESIDENT OF THE NAEB AND BOB COLEMAN  
TREASURER OF OUR ASSOCIATION, <sup>*Member of Research Com*</sup> ARE NOT ABLE TO BE HERE BECAUSE OF AN IMPORTNAT  
BOARD OF DIRECTOR'S MEETING. DIRECTOR HARRY SKORNIA WILL PLAN TO BE HERE ~~AND~~  
WITHINA FEW DAYS. ---IF YOU KNOW THESE MEN I HARDLY NEED TO MENTION THE FACT  
THAT ALL THREE OF THEM ARE HIGHLY INTERESTED IN THE RESEARCH AREA. ALL THREE  
OF THEM HAVE EITHER CONTRIBUTED DIRECTLY TO THE RESEARCH STUDIES COMPLETED OR  
HAVE PUSHED AND ENCOURAGED BROADCASTING RESEARCH THROUGH THEIR ADMINISTRATIVE  
EFFORTS.

*Model Brief*  
NOW SPECIFICLY THE NAEB RESEARCH COMMITTEE IS CONCERNED WITH POLICY RECOMMENDATIONS,  
RESEARCH LEADERSHIP, STIMULATION AND ENCOURAGEMENT, PROJECT PLANNING, COORDINATION  
INTERPRETATION, INFORMATION EXCHANGE AND PROFESSIONAL IMPROVEMENT.

WITH THE RAPID EXPANSION OF THE EDUCATIONAL FACILITIES IN OUR COUNTRY, EDUCATIONAL  
BROADCASTING MUST MEET THIS IMMEDIATE CHALLENGE. MEMBERS OF THE RESEARCH  
COMMITTEE FELT THAT IT WAS ABSOLUTLEY ESSENTIAL THAT A TOP LEVEL SEMINAR BE  
HELD AT ONCE TO EXPLORE THE MANY PROBLEMS CONFRONTING OUR FIELD.

WE ARE INDEED GRATEFUL TO KEITH TYLER AND DICK HULL FOR THE FINE ARRANGEMENTS  
THEY HAVE MADE FOR US IN COLUMBUS. ~~WE WOULD LIKE~~ IT SEEMED ONLY FITTING THAT OUR  
SEMINAR <sup>*DIRECTOR*</sup> CHAIRMAN SHOULD BE KEITH TYLER, A SCHOLAR AND ADMINISTRATOR WHOSE RECORD  
IS DISTINGUISHED BY SO MANY BEMCHMARKS IN BROADCASTING THAT I'M CERTAIN EVEN  
HE WOULD FINE IT DIFFICULT TO RECALL ALL OF THEM.

CONSEQUENTLY THE FACT THAT TYLER AND OHIO STATE UNIVERSITY AND THEIR INVIATTATION  
TO COME HERE, WAS MOST WELCOMED. ALL OF THIS PLUS HE FACT THAT KELLOGG MADE  
IT POSSIBLE TO CAREFULLY SELECT AND CHOOSE THE RESOURCE PEOPLE AND THE PARTICIPANTS  
WHOM WE FELT WOULD CONTRIBUTE THE MOST TO THE FUTURE PLANS OF RESEARCH

*Broadcasting*

MAY I TAKE A FEW MOMENTS THIS MORNING IN REFRESHING OUR MEMORIES.....RECENTLY STANLEY FRANK WROTE A PROVOCATIVE ARTICLE ENTITLED TELEVISION'S DESPERATE NUMBERS GAME. IN IT HE EXPLAINED TO THE GENERAL PUBLIC SOME OF THE DIFFERENCES BETWEEN TRENDX, NEILSEN, AND OTHER RATING SERVICES. ---IN COMMENTING ON OVER-ALL PROGRAM QUALITY HE QUOTED STEVE ALLEN AS SAYING "WE SEEM TO BE A NATION OF ARTISTIC ILLITERATES." ---ARTHUR GODFREY ADDED: "WITH THE EXCEPTION OF A FEW INTERVIEWS ON SUNDAY AFTERNOON, I NEVER LOOK AT THE DAMN THING." AND WHAT DID SOME OF THE ADMINISTRATIVE EXECUTIVES SAY: N.B.C'S ROBERT SARNOFF:- "IF WE LISTENED TO THE EGGHEADS, WE'D BE OUT OF BUSINESS IN SIX MONTHS." C.B.S.'S MERLE JONES WAS EQUALLY GLUM: "CULTURE HOLDS NO BURNING FASCINATION FOR MILLIONS OF PEOPLE."

A THIRD EXECUTIVE, A.B.C'S LEONARD GOLDENSON: ---"IT'S NO ACCIDENT THAT "I LOVE LUCY", "WYATT EARP", AND "DRAGNET" REMAIN FAR AHEAD OF IMITATORS." \*\*\* "THE RATINGS PROVE QUALITY IS NOT INCOMPATIBLE WITH MASS APPEAL."

THE FOURTH ONE WAS MORE ON THE POSITIVE SIDE: ---C.B.S'S EXECUTIVE VICE PRESIDENT HUBBELL ROBINSON HAD THIS TO SAY: "WHEN RATINGS ARE TRANSLATED IN TERMS OF PEOPLE, YOU GET A MORE ENCOURAGING PERSPECTIVE. TWELVE MILLION PEOPLE SAW ROMEO AND JULIET, A TOTAL AUDIENCE SHAKESPEARE NEVER APPROACHED IN HIS LIFETIME."

HOWEVER, I MAY INJECT THAT AS ENCOURAGING AS IT IS TO LOOK AT THE TOTALS HERE --- IN ROUND NUMBERS, AT THE SAME TIME THAT TWELVE MILLION CITIZENS WERE WATCHING ROMEO AND JULIET --- WITH AN AVERAGE RATING OF 14.5 --- IT WAS SEVERELY CLOBBED BY "I LOVE LUCY" WITH A COMMANDING RATING OF 51.2.....

NOW WE ARE NOT HERE AT THIS SEMINAR TO DISCUSS THE PROGRAM PROBLEMS RELATING TO COMMERCIAL TELEVISION; PERHAPS BEING GUILTY OF OVER GENERALIZATION I MIGHT SAY THAT EDUCATIONAL BROADCASTING --- RADIO AND TELEVISION --- HAS FAR MORE PROBLEMS FACING IT AT THIS TIME THAN THOSE FACING OUR GOOD FRIENDS ON MADISON AVENUE. TOO OFTEN WE HAVE THOUGHT WHILE PREPARING ANNUAL BUDGETS, REVISED BUDGETS, AND TENTATIVE FINAL BUDGETS FOR OUR LEGISLATORS --- "IT MIGHT BE NICE TO BE BACK IN COMMERCIAL WORK



WHERE ADEQUATE FUNDS ARE AVAILABLE FOR EVEN THE MOST MEDIOCRE SITUATION COMEDY COSTING ONE HUNDRED THOUSAND DOLLARS --- AND ON A THIRTY-SIX WEEKS BASIS THE TOTAL SKYROCKETS TO A WORKING BUDGET OF OVER FOUR MILLION DOLLARS ... SUMS UNHEARD OF ON OUR CAMPUSES TODAY!

HOWEVER, MORE AND MORE WE HAVE LEARNED THAT ALTHOUGH THE LACK OF FUNDS POSES A SERIOUS PROBLEM TO THE EDUCATIONAL BROADCASTER TODAY --- AND THE FACT THAT MANY BOARDS OF CONTROL NOW THINK IN TERMS OF "NUMBERS" WHEN DISCUSSING BROADCASTING BUDGETS --- WE ARE DISCOVERING THERE ARE MANY NEW AND ADDITIONAL PERPLEXING AND COMPLEX PROBLEMS.

---

NOW AS KEITH TYLER HAS POINTED OUT "THE TYPE OF RESEARCH MOST HELPFUL TO EDUCATIONAL BROADCASTERS IS IN THE PROCESS OF DEVELOPMENT --- AND WIDE EXPERIMENTATION IS ESSENTIAL." HERE TODAY FOR THE FIRST TIME WE HAVE BEEN ABLE TO PULL TOGETHER AS RESOURCE PEOPLE AND PARTICIPANTS MEN WHO HAVE ALREADY DEVOTED THOUSANDS OF HOURS STUDYING THE MANY FACETS IN THIS FIELD.

---

AS MANY OF US KNOW ONLY TOO WELL IT WASN'T MORE THAN A FEW YEARS AGO WHEN RESEARCH IN OUR AREA WAS HANDLED ON A HIT-AND-MISS, PART-TIME BASIS --- AND OFTEN DONE UNDER THE RELUCTANT EYE OF SOME HARASSED ADMINISTRATOR, WHO FELT THAT IT WAS ALL VERY FOOLISH OR WHO POSITIVELY DIDN'T WANT TO HAVE HIS WORK ANALYSED. --- HOW MANY OF US WILL FORGET THE MONTHS WHERE WE TOOK SHORT LUNCH HOURS, CAME BACK TO THE OFFICE AT NIGHT, AND SPENT EVERY HOLIDAY WORKING, ONLY TO BE MET WITH INDIFFERENCE WHEN A SIGNIFICANT PROJECT WAS COMPLETED? ---IT IS MOST ENCOURAGING TO KNOW THAT AT THIS TIME, WHEN ALL OF EDUCATION NEEDS TO TAKE AN IMMEDIATE AND HARD LOOK AT ITS FUNCTION IN RELATION TO NATIONAL NEEDS, THAT A NEW BENCHMARK

HAS BEEN SET WHEN WE NOTE THAT FULL-TIME BROADCASTING RESEARCH PEOPLE ARE NOW WORKING ON SOME CAMPUSES.

THIS VANGUARD WOULD INCLUDE SUCH NAMES AS IRVING MERRILL AT MICHIGAN STATE, LARRY MYERS AT SYRACUSE, HIDEYA KUMATA --- ALSO FROM MICHIGAN STATE, TO MENTION ONLY A FEW.

"THE TASK BEFORE US" CAN BE SPELLED OUT BY ONE OF THESE MEN. WELL QUALIFIED TO DO THIS IS THE NEW DIRECTOR OF THE OFFICE OF RADIO AND TELEVISION RESEARCH AT THE UNIVERSITY OF KANSAS....GALE ADKINS.



*Betty Waloch*  
*K.T. dist*

Seminar on Research in Educational Broadcasting  
Sponsored by the  
National Association of Educational Broadcasters and  
The Ohio State University

PROSPECTUS

December 2, 1957

A Seminar on Research in Educational Broadcasting, sponsored jointly by the Research Committee of the National Association of Educational Broadcasters and the Committee on Research in Communications of The Ohio State University is to be held at the Ohio Union on the Ohio State University campus, December 9 through 13, 1957. The goal of this intensive conference is two-fold: (1) to delineate a broad program of significant research in educational broadcasting and (2) to familiarize participants with a wide range of available research techniques which can be utilized in the study of local problems in educational broadcasting.

Scope of the Seminar

The Seminar will embrace the research problems of educational radio and television stations, closed-circuit television, and educational programming on commercial stations and networks. It will be concerned with levels extending from the pre-school age through elementary, secondary, college, and adult education.

Nationally, an appraisal of the impact of educational broadcasting and its role in the total educational picture awaits development of a comprehensive, integrated, country-wide research program which can be systematically implemented over a period of years as resources become available. The Seminar will take a hard look at such a program with particular attention to the need for clarifying areas of philosophical confusion in the use of these media. Current research involving segments of this problem by such agencies as the Fund for the Advancement of Education, the Educational Television and Radio Center, the National Association of Educational Broadcasters, the National Project on Agricultural Communications, and research centers in educational institutions will constitute a part of the Seminar review.

Locally, research personnel connected with educational radio and television stations and production agencies face frustrating problems resulting from significant but complex needs on the one hand and inadequate financial and human resources on the other. The Seminar will bring together these research persons from the stations and centers and experts from a variety of related social research fields for the exchange of ideas and methodology.

Objectives of the Seminar

The Seminar has been planned to contribute to the following objectives:

1. To give a broad perspective to research efforts by presenting the social climate in the United States in which typical problems of broadcasting are fostered.
2. To delineate the varied areas of research appropriate to the educational radio or television station in its coverage area.
3. To delineate a series of significant problems of mutual concern to both commercial and educational broadcasters which might be cooperatively studied and financed.
4. To suggest critical communication research studies of nationwide scope which require large-scale financing.

*957*  
*1. Philosophy - Distortion*  
*2. Look at weak spots - blind spots*  
*3. Relationship - film-TV*  
*4. Up talk*  
*5. Structure - create - council*

5. To familiarize participants with a wide range of available research techniques appropriate for study of broadcasting problems on both local and national scales.

#### Program of the Seminar

The Seminar will meet daily at the Ohio Union. A city and campus tour, reception and other social functions are being arranged. The detailed program will be developed as the Seminar proceeds; the tentative general outline is as follows:

#### Daily Schedule

Morning Session	9:30 - 12:15
Lunch	12:30 - 1:30
Afternoon Session	2:00 - 5:00
Dinner	6:00 - 7:30
Evening Session	7:45 - 9:45

#### Tentative Outline of Events

Brief presentations and intensive discussion will characterize the treatment of Seminar topics.

#### Monday, December 9

Words of Welcome

The Task Before Us

Introduction of Participants and Staff

Seminar Arrangements and Group Planning

Review of Current Research

The Social Climate of Today's Educational Broadcasting

City and Campus Tour, Reception and Dinner

#### Tuesday, December 10

Problems for Research at the Local Level

Problems of Concern to Stations and Production Centers

Problems Related to Instructional Television and Radio

Problems Related to Production

Other Types

The Educational Approach to Broadcast Research



Wednesday, December 11

Research at the Local Level (continued)

Consideration of the National Situation in Educational Broadcast Research

Committee Work

Thursday, December 12

Delineation of National Program of Educational Broadcast Research

Committee Work

Possible Reception and Dinner

Friday, December 13

Report of Committees

Draft of Seminar Report

Participants

The participants in the Seminar will consist of 28 research persons connected with educational broadcast stations, production centers and national projects. They include the members of the Research Committee of the National Association of Educational Broadcasters. A complete roster of participants, including titles and positions, will be distributed at the Seminar.

Resource Persons

Throughout the conference there will be available a group of 20 resource persons, scheduled for various periods, selected from among outstanding leaders in social research. The list:

John Bennett, Professor of Sociology and Anthropology, Ohio State University  
Benjamin S. Bloom, University Examiner, University of Chicago  
Leo Bogart, McCann-Erickson, Inc., New York  
Edgar Dale, Professor of Educational Research, Ohio State University  
Reuel Denney, Professor of Social Sciences, Center for the Study of  
Leisure, University of Chicago  
Burleigh Gardner, Social Research Inc., Chicago  
Herta Herzog, McCann-Erickson, Inc., New York  
George A. Kelly, Professor of Psychology, Ohio State University  
Franklin H. Knower, Professor of Speech and Chairman, Interdepartment Committee  
on Research in Communication, Ohio State University  
Paul Lazarsfeld, Chairman, Department of Sociology, Columbia University  
Richard M. Mall, Associate Professor of Speech, Ohio State University  
William J. Millard, Jr., Millard Research Associates, Pelham Manor, New York

Theodore Newcomb, Chairman, Doctoral Program in Social Psychology, University of Michigan  
Frank R. Peters, Director, Measurements and Evaluation, Counseling and Testing Center, Ohio State University  
John J. Scanlon, Deputy Director of Research, Fund for the Advancement of Education  
Alvin Scodel, Associate Professor of Psychology, Ohio State University  
Harrison B. Summers, Professor of Speech, Ohio State University  
Ralph W. Tyler, Director, Center for Advanced Study of the Behavioral Sciences, Stanford, California  
Paul H. Wagner, Associate Professor of Journalism, Ohio State University  
G. D. Wiebe, Elmo Roper and Associate, New York  
Lauren G. Wispe, Associate Professor of Psychology, Ohio State University

#### Seminar Staff

The Seminar Director is I. Keith Tyler, Professor of Educational Research and Director of Radio and Television Education, Ohio State University. Richard B. Hull, Director of Radio and Television Broadcasting, Ohio State University, serves as Conference Leader; Ed Rothhaar is Administrative Assistant. Clerical and stenographic staff will be available for typing and duplication of seminar and committee reports.

#### Housing and Travel

Those traveling at the expense of the project should make sure they use tax exemption certificates from the University of Illinois. Those requiring housing should notify the Seminar Director of their expected arrival and departure times so that rooms at the Deshler-Hilton Hotel in Columbus may be reserved.

Address all inquiries to:

Professor I. Keith Tyler  
Seminar Director  
19 Derby Hall  
Ohio State University  
Columbus 10, Ohio



Seminar on Research in Educational Broadcasting  
Sponsored by the  
National Association of Educational Broadcasters and  
The Ohio State University

TIME TABLE AND DAILY SCHEDULE  
(Tentative)

Revised Daily Time Table

Registration (Monday only)	9:00
Morning Session	9:30 - 12:00
Lunch	12:30 - 1:30
Afternoon Session	2:00 - 5:00
Dinner	6:00 - 7:30
Evening Session	7:45 - 9:45

Daily Schedule of Events

All meetings in Ohio Union, Ohio State University Campus  
Unless Otherwise Noted

Monday, December 9

9:00 Registration and Check-In, Room 331-E-F-G

9:30 Words of Welcome

Frederic Heimberger, Vice President, Ohio State University

Richard Hull, Vice President, NAEB

Why the Seminar? Raymond D. Cheydleur, Chairman NAEB Research Committee

The Task Before Us. Gale Adkins, NAEB Research Committee

Introduction of Participants and Staff

Seminar Arrangements and Group Planning

Review of Current Research

✓ By Fund for the Advancement of Education.

John J. Scanlon, Deputy Director of Research

✓ By Educational Television and Radio Center

Ryland Crary, Director of Education

In local areas. Hideya Kumata, Michigan State University

Discussion

2:00 Review of Current Research (Cont.)

3:00 Graduate School Lecture. (Student Service Bldg., 3rd Floor)

The Social Climate of Today's Educational Broadcasting

Reuel Denney, University of Chicago

4:00 Leave Student Service Building in Caravan of Cars for Campus and City Tour

5:30 Reception, courtesy People's Broadcasting Corporation, Room 1212,

Deshler-Hilton Hotel

7:15 Dinner, courtesy People's Broadcasting Corporation, Pine Room, Nationwide

Insurance Building, 246 North High Street

In addition to speakers, these resource people are available on Monday:

Ben Bloom, George Kelly, Frank Knower, Frank Peters, H. B. Summers,

Paul Wagner, G. D. Wiebe.

Tuesday, December 10

9:30 Problems for Research at the Local Level

Problems of Concern to Stations and Production Centers

Problems Related to Instructional Television and Radio

Problems Related to Production

Other Types

2:00 Problems for Research at the Local Level (Cont.)

3:00 The Educational Approach to Broadcast Research. Ralph W. Tyler,  
Center for Advanced Study in the Behavioral Sciences

4:00 Graduate School Lecture. (Hagerty Hall Auditorium)

Recent Approaches to the Evaluation of Behavior

Benjamin S. Bloom, University of Chicago

7:45 Research at Local Level (Cont.)

In addition to speakers, these resource people are available on Tuesday:  
Herta Herzog, George Kelly, Frank Knower, Ted Newcomb, John Scanlon,  
Alvin Scodel, H. B. Summers, Lauren Wispe.

Wednesday, December 11

9:30 Research at Local Level (Cont.)

Consideration of the National Situation in Educational Broadcast Research  
Committee Work

2:00 Delineation of National Program of Educational Broadcast Research  
Committee Work

7:45 Agenda Continued

These resource people are available on Wednesday:  
John Bennett, Ben Bloom, Burleigh Gardner, Frank Knower, Paul Lazarsfeld,  
William Millard, Ted Newcomb, John Scanlon, H. B. Summers, Paul Wagner,  
G. D. Wiebe.

Thursday, December 12

9:30 Delineation of National Program  
Committee Work

2:00 Agenda Continued

3:00 Graduate School Lecture. (Hagerty Hall Auditorium)  
Methodology of the Social Psychologist

Theodore M. Newcomb, University of Michigan

4:00 Agenda Continued

7:45 Agenda Continued

In addition to speaker, these resource people are available on Thursday:  
Leo Bogart, Frank Knower, William Millard, Frank Peters, G. D. Wiebe,  
Lauren Wispe.

Friday, December 13

9:30 Committee Reports

Drafting of Seminar Report

2:00 Completion of Seminar Report  
Critique of Seminar

These resource people are available on Friday:  
Leo Bogart, Frank Knower, William Millard, Frank Peters, Paul Wagner,  
G. D. Wiebe.



Seminar on Research in Educational Broadcasting  
Sponsored by the  
National Association of Educational Broadcasters and  
The Ohio State University

<u>Participants</u>	<u>Room No.</u>	<u>Hotel</u>
Adkins, Gale	1759	Deshler-Hilton
Becker, Sam L.	1857	" "
Bennett, John	City	
Bloom, Benjamin S.	1761	" "
Bogart, Leo		
Chaydleur, Raymond D.	1242	" "
Crary, Ryland W.	1749	" "
Dale, Edgar	City	
Donner, Reuel	1774	" "
Ellery, John B.	1877	" "
Evans, Herbert E.	City	
Flick, Clarence E.	1758	" "
Foshay, A. W.		
Gardner, Burleigh B.		
Gerjuoy, Herbert	1474	" "
Harwood, Kenneth	1752	" "
Herminghaus, Earl G.	1749	" "
Herzog, Herta		
Hull, Richard	City	
Kelly, George A.	City	
Knower, Franklin H.	City	
Kumata, Hideya	1837	" "
Lazarsfeld, Paul F.		
Mali, Richard	City	
Marquis, Chalmers	1738	" "
McLuhan, Marshall		
Merrill, Irving R.	1837	" "
Millard, William J., Jr.		
Moore, Harry	1875	" "
Neidt, Charles O.	1758	" "
Newcomb, Theodore M.		
Parsey, John	1877	" "
Peters, Frank R.	City	
Rowland, Howard	1875	" "
Scanlon, John J.	1476	" "
Scodel, Alvin	City	
Seibert, Warren F.	1468	" "
Shepherd, John R.	1738	" "
Shimberg, Benjamin		
Siegel, Laurence		
Skornia, Harry J.		
Sloane, Frank.	1858	" "
Summers, Harrison B.	City	

<u>Participants</u>	<u>Room No.</u>	<u>Hotel</u>
Tannenbaum, Percy H.	1777	Deshler-Hilton
Tyler, I. Keith	City	
Tyler, Ralph W.		
Wagner, Paul	City	
Wiebe, Gerhart D.		
Wispe, Lauren	City	



THE OHIO STATE UNIVERSITY  
Columbus 10

Office of Radio-Television Education

December 2, 1957

TO: Participants in NAEB Seminar on Research in Educational Broadcasting

I am delighted to learn that you are to be a participant in the Seminar on Research in Educational Broadcasting which is sponsored by the National Association of Educational Broadcasters and The Ohio State University. The enclosed Prospectus supplies more complete information about this intensive conference. The NAEB Research Committee is most hopeful that out of the Seminar may come a challenging program of research for the years ahead. It gives promise, too, of being stimulating and helpful to participants in their own research activities through the interchange of ideas and methodology.

(1) Enclosed are two tax exempt certificates for use in purchasing your transportation. The University of Illinois, which will reimburse you for your travel, will not pay the transportation tax so be sure to use the exemption certificate. If you need more blanks let me know immediately. In filling out certificate, give your title as "NAEB Consultant."

(2) Write me immediately your expected arrival and departure times so that we may make the appropriate hotel reservations at the Deshler-Hilton Hotel in Columbus.

(3) When you write, please give name and title as you want it to appear on the Seminar roster which will be distributed to everyone. Also send a brief history of your academic and vocational achievements, particularly as they may relate to research and broadcasting. ✓

(4) The Seminar will close early in the afternoon of Friday, December 13, so that most participants can plan to leave on late afternoon or early evening planes or trains.

(5) Seminar sessions, as well as luncheons and dinners, will take place in rooms 331-E-F-G of the Ohio Union on The Ohio State University campus. North High Street buses run directly from Broad and High Streets, where the Deshler-Hilton Hotel is located, to 12th Avenue, the location of the Ohio Union.

We have been fortunate in securing an outstanding group of participants and resource persons. I am sure that you will not only contribute to the thinking and planning of the Seminar, but will find it a most rewarding experience. I look forward to working with you.

Sincerely,

*I. Keith*

I. Keith Tyler  
Seminar Director

IKT:bw  
encls.

# SYRACUSE UNIVERSITY

SYRACUSE 10, NEW YORK

## RADIO AND TELEVISION CENTER

December 10, 1957

Mr. Raymond D. Cheydleur  
University Broadcasting Services  
The Florida State University  
Tallahassee, Florida

Dear Ray:

By the time you receive this, you will have returned from Columbus. The Thanksgiving period recently ended apparently slowed the mails, as I received your good letter afterwards. In the same mail, I also received an invitation to the research seminar from Harry Skornia; but, as you know by now, I sent him a telegram declining with regret.

When Art Weld first showed me the November 22 information copy of a letter to Keith Tyler listing me as fourth alternate with a notation that probably only the first two could be invited, I gave up holding the week open on my calendar, and made several commitments that would have been awkward to break.

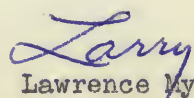
I was sorry to miss the meeting because of the fun of greeting old friends and meeting new ones, and the profit to be obtained from the work. But I know you'll have had a successful meeting, and I can hope that I might sometime read a report of the activities.

My real regret was the (shall I say--slipshod) way in which NAEB headquarters handled the matter. Your letter was the first indication that I was no longer a member of the research committee! I knew that you had been newly appointed as chairman last spring when you chaired a panel at Columbus, but (and please forgive me for harboring such thoughts) I just assumed that lack of correspondence meant lack of activity on the part of the committee! I never dreamed I had been removed. Having served since my initial appointment in January, 1953, I had the mistaken impression that I would remain a member until my interest and talents, or NAEB's policies, determined otherwise.

Obviously the latter happened; but the communication sure fell down somewhere. Indeed, when I sent in the recent telecourse survey to H.S., he asked if I had sent copies to the Research Committee, and I replied that I had sent them to you, Adkins, Harwood, Coleman, and Remmers. I see now that I missed Becker, Flick, Merrill, and Tyler, but I'm sure they'll forgive me!

Do I recall talk at St. Louis that a "summit" meeting for NAEB seemed necessary? Add one more strong "yes" vote to the chorus!

Sincerely,

  
Lawrence Myers, Jr.



December 16, 1957

Professor Lawrence Myers, Jr.  
Radio and Television Center  
Syracuse University  
Syracuse 10, New York

Dear Larry:

Thank you for your letter of December 10. We were most sorry that previous commitments kept you from accepting an invitation to the NAEB Research Seminar, even though you were notified at a very late date.

I do want to point out that this certainly wasn't a matter of Headquarters not acting as rapidly as possible. The cooperation between here and Urbana and Columbus was excellent! --What couldn't be handled through regular mail channels was handled by telephone and, I might say, I hate to think what my departmental phone bill will look like this month.

The real problem was the fact that a good many people wouldn't answer their mail! Then, in some instances, where individuals had moved, their former institutions wouldn't even forward our invitation.

Let's face it, there are some educators who aren't business minded about even their own affairs---and the amount of this was impossible to predict ahead of time.

I was embarrassed about this even on my own campus and all I can say is that it was unfair to this man as well as to you and several others.

I appreciate your concern in the matter and I hasten to clarify the situation.

Cordially,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee

cc. I. Keith Tyler  
Harry Skornia  
Burton Paulu

airmail

REC:as

# THE OHIO STATE UNIVERSITY

NOVICE G. FAWCETT, *President*

COLUMBUS 10

OFFICE OF RADIO-TELEVISION EDUCATION  
I. KEITH TYLER, *Director*

December 3, 1957

Dear Ken:

I hate to disappoint you, but as I see it it would be impossible to have the suggested meetings of the Research Committee on Wednesday and/or Thursday evenings during the Seminar. Time is going to be pretty short. We have those evenings scheduled.

What we are hoping to do is close the Seminar at noon or in the early afternoon of Friday so that the Research Committee can meet the rest of that afternoon. That will also make the Committee available on Saturday, if this becomes necessary.

The alternative is that the members of the Research Committee skip the Seminar on Wednesday and Thursday evenings. This would seem to me rather inadvisable.

Sincerely,



I. Keith Tyler  
Seminar Director

Mr. Kenneth Harwood  
Chairman, Department of  
Telecommunications  
University of Southern California  
Los Angeles, California

cc: Ray Cheydleur ✓  
Harry Skornia



December 4, 1957

Dr. I. Keith Tyler  
Seminar Director  
Institute for Education by Radio-TV  
Ohio State University  
Columbus, Ohio

Dear Keith:

Thank you for a copy of your letter to Ken Harwood.

I fully agree that it would be highly inadvisable for the Research Committee to skip the Seminar on Wednesday and Thursday evening.

Cordially,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee

airmail

December 4, 1957

Dr. I. Keith Tyler, Director  
Institute for Education by Radio-TV  
Ohio State University  
Columbus, Ohio

Dear Keith:

The prospectus looks fine!

I'll arrive at the Deshler slightly after 10PM, Sunday night.

The title for the seminar roster should read: Raymond D. Cheydleur,  
Ass't. Dir., Florida Univ. Broadcasting Services.

Feel free to cut the biographical data....

In haste.

Cordially,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee



### Biographical Data

RAYMOND D. CHEYDLEUR

#### Educational History:

B.S. 1948, University of Wisconsin. Thesis: "The Agricultural Programming Activities and Network Broadcasts of America's 50,000 Watt Stations." Faculty Advisor: Henry L. Ewbank.

M.S. 1949, University of Wisconsin. Thesis: "Radio Listening Habits of Wisconsin High School Students." Faculty Advisor: Henry L. Ewbank.

Post-Grad. 1953, Indiana University. Faculty Advisor: George Johnson.

#### Professional History:

Corporate owner, Station WKOW, 10kw., 1946-1950.

Ass't. Prof., Dir. of Educational Broadcasting, Marshall College, 1949-1955.

Ass't. Dir., Univ. Broadcasting Services, Florida State Univ., 1955 to present.

#### Publications:

"Radio Theses in American Colleges and Universities, 1918-1950," 1950.

"A Financial Analysis of Fifty-Four Educational Broadcasting Stations," 1953.

Editor, "Directory of Educational Broadcasters," 1954.

Co-editor, "Doctoral Dissertations in Radio and Television," 1957.

December 3, 1957

Prof. Gale Adkins, Director  
Office of Radio-TV Research  
University of Kansas  
Lawrence, Kansas

Dear Gale:

I enjoyed talking to you yesterday, however, I made the fatal mistake of telling Janet about it as well as the fact that your good wife was going to be in Columbus, too. "You never take me with you," was the rapid response. --To make matters worse I then said that she had to take care of Woolyum. Janet then reminded me that the Adkins had THREE dogs--- and were able to get away.

I changed the subject.

Let's nail down what we're going to do. I'll hold my remarks to three points: a statement about the purpose of the Seminar, why NAEB was interested in holding it, and how the thing developed.

I take it that you will go from there into your talk: "The Task Before Us." This should pretty well spell out the challenge to the participants that the Seminar presents.

Aside from the fact that you have pushed for this conference for many years I feel that you can nail down and put into simple wording what we're after. I might add that in this case you might want to make a carbon of your speech in view of the fact that this material will be published.

I don't expect to check in until around ten o'clock---and I suppose it will be at the Deschler, not having heard from Keith yet as to just where we will sleep, but how about a short night-cap before going to bed? --That's Sunday night. And if you're too tired I shall be very glad to take out your lovely and charming wife while you're sleeping. Hmmm.

Cordially,

Raymond D. Cheydleur  
Assistant Director

P.S. The real reason for not bringing Janet is that went overboard a few weeks ago and in a mad moment we spent a little over a thousand bucks for a stereophonic tape unit.--I feel like the faculty member who bought a new deluxe Lincoln but couldn't afford to fill the tank---now I can't afford to buy the special t-



December 2, 1957

Dr. I. Keith Tyler, Director  
Institute for Education by Radio-TV  
Ohio State University  
Columbus, Ohio

Dear Keith:

With reference to my phone call this morning with your assistant may I confirm your letter of November 27th asking me to speak at the seminar.

I will hold my remarks to three points: a brief statement about the purpose of the Seminar, why NAEB was interested, and how the thing developed.

I have just talked to Gale Adkins at Lawrence, Kansas, and have asked him to speak on the subject you suggested: "The Task Before Us," --for eight to ten minutes.

There are several members of the Naeb Research Committee who now spend full time on research. In my opinion, these fellows should and will have more to say about the future of this area than some of the rest of us who have only pushed it along.

Your assistant indicated that she thought my action would meet with your full approval---but if there is a snag in this matter please let me know and I'll explain it to Adkins.

Thanks again for getting those letters off to Skornia and Paulu. I'm sorry that Burton just can't make it but it'll be good to have Harry there for even a few hours.

Cordially,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee

NAEB HEADQUARTERS  
14 Gregory Hall  
Urbana, Illinois

Dr. I Keith Tyler  
Institute for Education by Radio-TV  
Office of Radio Education  
The Ohio State University  
Columbus, Ohio

Dear Keith:

I have just "taken the bull by the horns" and called Macomber of Oxford, Ohio (Miami), following a check with Cheydleur to see if he agreed that I should make the call.

I was a little uneasy about the fact that, when many institutions could have no one, they had two (Siegel and Macomber) on the list.

Macomber agreed readily. He had recommended Siegel, and hadn't expected to be invited in any case. Either one of them will come for the whole time, or they will both come at different times.

However, to plan who comes when, can you send him a program as soon as possible so each can come for that part most nearly in his interest, one at a time?

This removes part of the squeeze, and since they're so close to Columbus, transportation won't be a large item. I've left both on the list which, unfortunately, was prepared before I got to talk with him.

Regards,

*Harry J. Skornia*  
Harry J. Skornia  
Executive Director

HJS:jg  
CC: Members, Research Committee

NOTE TO: Research Committee Members: Following a "strong pitch" by Bob Schenkkan on behalf of Professor Moore, who wasn't there when he sent in his earlier nomination, after careful consideration I added him after the other approved alternates. I did not feel that I could put him higher on the list, under the circumstances, though he might have been if we'd heard earlier.



Roster to Date: NAEB Research  
Seminar

1. Participants (includes Crary) who have accepted as of today:

Dr. Ryland Crary, Director of Education, ETRC, 2320 Washtenaw, Ann Arbor, Mich.

Dr. John B. Ellery, Supervisor, Radio and TV Research, Wayne State University, Detroit, Michigan

Mr. Warren F. Seibert, TV Program Research Consultant, Purdue University, Lafayette, Indiana

Dr. Earl G. Herminghaus, Research Consultant, Board of Education, 1517 South Theresa Avenue, St. Louis 4, Missouri

Mr. Frank O. Sloane, Director, Research and Information, Board of Public Instruction of Dade County, Florida, County School Administration Building, 275 N. W. Second Street, Miami 36, Florida

Mr. Charles O. Neidt, Chairman, Department of Educational Psychology and Measurements, University of Nebraska, Teachers College, Lincoln 8, Nebraska

Dr. Percy Tannenbaum, Asst. Professor, Division of Journalism and Institute of Communications, 24 Gregory Hall, University of Illinois, Urbana, Illinois

Mr. F. G. Macomber, Director, Experimental Study In Instructional Procedures, Miami University, Oxford, Ohio

Mr. John R. Shepherd, Asst. Professor, Department of Speech, University of Oregon, Eugene, Oregon

Mr. Chalmers Marquis, Program Development, Station WTTW, 1761 E. Museum Drive, Chicago 37, Illinois

Mr. Hideya Kumata, Associate Professor, College of Communication Arts, Michigan State University, East Lansing, Michigan

Mr. A. W. Foshay, Executive Officer, Horace-Mann-Lincoln Institute of School Experimentation, Teachers College, Columbia University, New York 27, New York

Mr. Marshall McLuhan, Chairman, Culture and Communications Seminar, 29 Wells Hill Avenue, Toronto 10, Ontario, Canada

Mr. Benjamin Shimberg, Assistant to The President, Educational Testing Service, 20 Nassau Street, Princeton, New Jersey

Mr. Laurence Siegel, Assistant Director of Experimental Study In Instructional Procedures, Miami University, Oxford, Ohio

2. Invited but not yet heard from:

Mr. Richard Husband, Florida State University, Tallahassee, Florida

Mr. Herbert Gerjoy, Toledo Public Schools, 1901 W. Central Avenue, Toledo 6, Ohio

Mr. J. Stacy Adams, Department of Communication and Journalism, Stanford University, Stanford, California

Dr. William Mindak, Assistant Professor, University of Minnesota, Saint Paul, Minnesota (at press time; unable to come. W. J. H.)

3. NAEB Research Committee Members (excluding Coleman at his own request):

Dr. Sam I. Becker, Executive Secretary, Television Center, State University of Iowa, Iowa City, Iowa

Mr. Gale R. Adkins, Radio-TV Research, University of Kansas, Lawrence, Kansas

Dr. Kenneth Harwood, Dept. of Telecommunications, University of Southern California, 3518 University Avenue, Los Angeles 7, California

Dr. Clarence Flick, 833 Ninth Avenue, Santa Monica, California

Dr. I. Keith Tyler, Director, Office of Radio-Television Education, Ohio State University, Columbus 10, Ohio

Mr. Irving R. Merrill, Director of Research, Station WKAR-TV, Michigan State University, East Lansing, Michigan

Mr. Raymond D. Cheydleur, Assistant Director, Radio Station WFSU, The Florida State University, Tallahassee, Florida

4. Alternates, some of whom it may yet be possible to invite, in order. (Mail nothing yet. If and as mailings are indicated, I'll call or wire to indicate to which).

\*Mr. John Parsey, Lincoln, Nebraska

Mr. Lawrence Myers, Radio Station WAER, Syracuse University, Syracuse, New York

\*Mr. Howard Rowland

\*Mr. John K. Folger

\*Mr. Warren G. Findley

\*Mr. Louis Heid

\*Mr. Roy Carter

\*\*Mr. Stanley DeGraff, Producer, Experimental TV Program, Station KSDS, San Diego City Schools, Education Center, Park Blvd. at El Cajon, San Diego 3, California

\*\*Mr. Ralph Dailard

Professor Harry Moore, Dept. of Sociology, University of Texas, Austin, Texas

\* Exact address not available. We shall "trace" and forward address if it becomes necessary.

\*\* Only one from San Diego

HJS/dc

November 27, 1957



COPY

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL  
URBANA, ILLINOIS

Sent for the information of

Mr. Raymond Cheydleur

Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

November 26, 1957

Dr. I. Keith Tyler  
Institute for Education by  
Radio-TV  
Ohio State University  
Columbus 10, Ohio

Dear Keith:

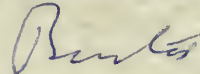
Thank you very much for the invitation to attend the research seminar.

You know how interested I am in research, and how sincerely I believe that NAEB should do everything possible to develop an interest in research among its members.

However, we are having a very important special meeting of our Board of Directors on December 6, 7 and 8. Preparation for this is taking a good deal of time, and I imagine that out of that meeting will come decisions which may require further activity on my part. Therefore, you'd better not count on me unless I inform you to the contrary. In any event, my final decision will have to await the conclusion of our special Board meeting in Chicago. At the moment, though, it looks like I'd better not spread myself too thin.

Thank you again for the invitation, and, believe me, I am interested in this meeting and sold on its importance!

Yours sincerely,



Burton Paulu  
President

BP:kls

CC: Raymond Cheydleur  
Harry Skornia

December 3, 1957

Dr. Burton Paulu, President  
National Association of Educational Broadcasters  
Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

Dear Burton:

Thank you for a copy of your letter to Keith Tyler stating that you will be unable to attend the Seminar.

It is obvious that presidents should have three heads: one to run their own business and two more to attend all of the conferences that come up.

We certainly understand and appreciate your problem but will certainly miss your guiding hand next week.

In studying the list of participants I feel certain that after all of this preliminary work we have an exceptional group. --We'll certainly know by Tuesday what kind of a job we did.

Cordially,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee

*airmail*



UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY PARK  
LOS ANGELES 7

November 26, 1957

Professor Raymond Cheydleur, Chairman  
NAEB Research Committee  
Florida State University  
Tallahassee, Florida

Dear Ray,

It would be very helpful if meetings of the Research Committee could be scheduled for Wednesday evening or Thursday evening (or both) of the week of the seminar. This would permit some of us to be home on Friday evening.

You may recall that at our meetings in Chicago we discussed the possibility of having a meeting of the committee on Saturday. I believe that the question of the time of the meeting was left open. You may have noticed in a recent communication from Harry Skornia that he plans to join the seminar on Thursday evening. Any consideration that you are able to give to holding meetings on Wednesday and Thursday will be much appreciated.

I look forward with great pleasure to seeing you again in Columbus.

Cordially,



Kenneth Harwood, Chairman  
Department of Telecommunications

kh:mk

cc: I. Keith Tyler  
Harry Skornia

air mail

*answ. 12-2-57*

# THE OHIO STATE UNIVERSITY

NOVICE G. FAWCETT, *President*

COLUMBUS 10

OFFICE OF RADIO-TELEVISION EDUCATION  
I. KEITH TYLER, *Director*

November 27, 1957

Dear Ray:

As we plan the opening of the Seminar on December 9, at the Ohio Union on the Ohio State University Campus, we see three short introductory presentations. The two host organizations, the National Association of Educational Broadcasters and The Ohio State University, will each be represented and say a few words of welcome. On behalf of the NAEB, I have asked Burton Paulu to appear. On behalf of The Ohio State University, Mr. Frederic Heimberger, Vice President in charge of Instruction, will do the job.

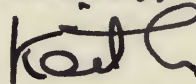
Following this, we would like to have you, as Chairman of the Research Committee, make a brief statement about the purpose of the Seminar, why the NAEB was interested, and how the thing developed. We have titled this, "The Task Before Us," on the assumption that you will not only give background but will present the challenge to the participants that the Seminar represents. Your presentation should probably be around ten minutes -- perhaps a bit longer.

Following this we will introduce all the participants and staff, clarify the Seminar arrangements, and engage in group planning for the week.

Let me know whether you will be able to do this. I assume you will but I always like things to be confirmed. I am enclosing a prospectus of the Seminar. We are adding to this the names of staff and, if we can get the information in time, the participants, and sending this out to everyone concerned.

I await word from you.

Sincerely,



I. Keith Tyler  
Seminar Director

Mr. Raymond Cheydleur  
Chairman, NAEB Research Committee  
University Broadcasting Service  
The Florida State University  
Tallahassee, Florida



RESEARCH COMMITTEE

November 27, 1957

FELLOWS, HELP!

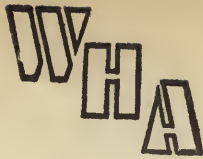
Please, if you know how to reach Rowland, <sup>fund</sup> Folger, Findley, Heid,  
or Carter, WIRE me the address.

Thanks,

*H.*

H. Skornia

HJS:JG



"THE OLDEST STATION IN THE NATION"

UNIVERSITY OF WISCONSIN - MADISON

November 26, 1957

Mr. Raymond D. Cheydleur  
Florida State University  
Tallahassee, Florida

Hello, Ray!

Doing a little spade work on the back shelf, I have just dug up your letter of September 11 about the Research Seminar which was to be held in December. Is that still on the schedule?

Frankly, I haven't done a doggone thing about lining up a participant from Wisconsin. As I explained earlier, we had a new man who joined the journalism staff in September, and it was our expectation that he would be assigned to the field of television research, but that hasn't happened yet. Bruce Westly continues to supervise a couple TV studies along with other activities in journalism, and I'm not sure he would be interested or able to participate even if invited or urged to do so.

In order to avoid feeling completely ignorant of what's going on, I'll appreciate it if you'll bring me up to date. Is there to be a seminar? Has it been postponed? Or what? Westly may even have been negotiating with you separately but I've been too embarrassed to mention the matter without knowing more about it myself. So, help a guy out, will you, please?

Cordially,

A handwritten signature in blue ink, appearing to read 'H. B. McCarty'.

H. B. McCarty  
Director



# SYRACUSE UNIVERSITY

SYRACUSE 10, NEW YORK

## RADIO AND TELEVISION CENTER

November 22, 1957

Dr. Raymond D. Cheydleur  
University Broadcasting Services  
The Florida State University  
Tallahassee, Florida

Dear Ray:

Belatedly, let me express my thanks for the kind words in your letter of October 30. When one gets involved in anything, he's never sure how others will react, so it's good to know your reactions.

As I am personally involved with an E.T.R.C. research project, whose purpose is to evaluate the effect of a series of kinescope programs on its audience, I'm tied up from now until next summer. But I have acquainted our new class of graduate students with the N.A.E.B. research grants, and hope - if I am as successful as last year - to have one or two of them come up with a project worthy of N.A.E.B.'s attention and support.

You'll hear from me if I'm lucky.

Cordially,

*Larry*

Lawrence Myers, Jr.

LM:pa

*P.S. Help! Help! Art Wald got an information copy of the selection of members for the up-coming Research Seminar NAEB is sponsoring at Ohio State in December. As my name was not there, he wrote Skornia to ask if there had been an oversight. Harry <sup>has just</sup> replied <sup>saying</sup> that I was on the alternate list and enclosed a photostat of a letter he had written somebody else explaining that there were over*

far more applications than availabilities, and that he was  
sorry but it was out of his hands; that the selection  
committee did the deed. Further, the letter indicated  
that the selection committee was our own Research Committee.  
I thought that I was still a member in good standing of  
that committee, but I sure never voted on anybody  
for this conference! Did I get overlooked? Or am I  
no longer on the committee? Or did the Research Committee  
not even act on the matter?

I'm taking extra time to ask you this, Ray, because—  
as a guy who figures on sticking to the field of TV research  
for many years to come, this omission can be a serious  
blow to one's professional prestige!

Can you clear the air at all on this matter?

Sincerely,

Larry



November 27, 1957

Dr. Lawrence Myers, Jr.  
Syracuse University  
Radio and Television Center  
Syracuse 10, New York

Dear Larry:

Thank you for your recent letter. I was pleased to hear that some of your students might have some projects to be considered by the NAEB Research Committee for some grant aid. However, no information has been released from Headquarters about this, and since the sum was only five hundred dollars this year, because of the expenses of seminar, it may be even less than that because of possible extra expenses at Ohio. I hope that the money may be released, however, right after the first of the year.

I'll try to clear some of the other matters you asked about, but I honestly don't have the answers to all of your questions.

Last year the Board of Directors appointed the following people to the Research Committee: Adkins, Becker, Cheydleur, Coleman, Flick, Harwood, Merrill, and Tyler. Because of other NAEB duties, Coleman asked to be relieved of the Chairmanship. I knew nothing about Bob's thinking on the matter and it wouldn't have made any difference how I felt about it because the only board member I know happens to be Earl Wynn--but out of it all I received a letter from Paulu asking me to serve as Chairman.

I was then informed that there were changes on the committee membership and I assume that the changes were made by the Board itself. Had I been asked I would not have appointed two of the people now serving, although this is a personal matter and I know you will keep it as such.

I assume that a new Chairman was appointed at St. Louis this year and perhaps new committee members, although I have no idea what action was taken. However, it is a matter of record that several months ago I wrote to the President and the Executive Director, saying that I thought 1) appointments should be made in February instead of January 1, in order to eliminate some of the conflicts on grants and 2) that I thought it was about time to appoint a Chairman who was fully trained in this area!

This doesn't really answer your question as to why you aren't on the committee but at least it clears the air and shows that it wasn't through any action of mine---or any suggestion of mine, Larry.

Now about you and the meeting at Ohio. It is true that the Research Committee handled the matter of the nominees; in fact, a very great deal of time went into this project or rather, this phase of it. Each member had one vote and a total was obtained this way.

You were high on this list, but between the two of us, Keith overlooked the fact that the expenses of the committee also had to be paid. This changed the balance, of course. However, I talked to Skornia this morning and he said that several of the nominees weren't able to make it--that he would move to the next names on the list.

If there are four drop-outs you should be invited. Perhaps you have already received a wire from Harry on this.

What I am saying, Larry, is that we have taken a great deal of time to make this fair to all nominees, that the mechanics of this have slowed things down but in the end I hope you will be satisfied.

One thing to be remembered is the fact that many of the nominees are in associated areas: psychology, etc., and that it was indeed difficult to obtain a balance of talents.

Well, let's hope you do hear from Harry and that we'll see you December 8, Sunday night.

Cordially,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee



Raymond Cheyblur

November 22, 1957

Dr. I Keith Tyler  
Seminar Director  
The Ohio State University  
Columbus 10, Ohio

Dear Keith:

I imagine our letters crossed in the mail. But I wanted to be sure you got mine to the effect that I'd come in in time for evening the 12th and stay the 13th.

One other thought: since some documents and "directions" should come out of this, I'd guess some "work group" or committee procedures would be best for certain things. Committees-of-the whole never seem able to produce anything like this.

So far 11, as follows, have accepted:

Seibert	Marquis
Kumata	Neidt
Mc Luhan	Ellery
Tannenbaum	Siegel
Shimberg	Herrminghaus
Slosne	Macomber
Shepherd	Foshey

Two have sent regrets:

Schramm  
Desiderato

No word yet from:

Evans  
Withey  
Adams  
Mindok

11/27/57

Harry called asnd asked about cancelling one of the two nominees from Athens. Okayed. He'll call them. rdc

Macomber and Siegel (?).

Crary has been invited, but there has been no time for him to reply. Of course he was informed earlier; he can, I expect, be counted on. He was invited on the basis of paying his own travel, with us bearing room and board as for regular participants.

Dr. I. Keith Tyler

-2-

November 22, 1957

How about Bogart and/or Herzog? I wrote Bogart earlier, you'll recall, (to be sure he'd be available) at the time the committee met and suggested him (as consultant).

Thought I'd wait until Monday to begin inviting alternates, in this order.

Husband

Corjoy

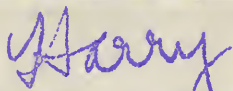
Parsey

Hyers

So far, I'd guess, only the first two could be invited (only two having so far declined).

I trust this brings us up-to-date.

Best regards,



Harry J. Skornia  
Executive Director

HJS:jw

cc: Research Committee

Hill

Wynn

Officers and Board: For Information only.



Telefax

# WESTERN UNION

Telefax



NRJIT 610524

CT CZA577 PD AR=COLUMBUS OHIO 22 316PME=

RAYMOND CHEYDLEUR=

1957 NOV 22 PM 4 00

UNIVERSITY BROADCASTING SERVICES THE FLORIDA

STATE UNIVERSITY TALLAHASSEE FLO=

WIRE WHETHER SEMINAR TO CLOSE AT NOON FRIDAY DECEMBER  
13TH WITH RESEARCH COMMITTEE MEETING THAT AFTERNOON  
OR TO CLOSE AFTERNOON WITH COMMITTEE MEETING SATURDAY  
MINUTES OMIT=

J KEITH TYLER==

407P

SENDER WAITING  
Answer  
by wire

11/22/57 4:37 PM

Rec. Seminar close Fri. Noon and Research Com. meeting  
that afternoon .

Cheydleur

# THE OHIO STATE UNIVERSITY

NOVICE G. FAWCETT, *President*

COLUMBUS 10

OFFICE OF RADIO-TELEVISION EDUCATION  
I. KEITH TYLER, *Director*

November 20, 1957

Dear Harry:

We are, of course, taking it for granted that you will want to participate as much as possible in the Research Seminar which meets at the Ohio Union on the Ohio State University Campus, December 9 to 13. Ray Cheydleur reminds me that you should be invited on behalf of the Committee.

I note from an earlier letter of yours that you are going to be tied up with the ONO Annual Convention in New York which will occupy you on the 11th and 12th.

You might want to meet with us at the opening on Monday morning, the 9th and be with us long enough to share in the planning and in getting things started. You could leave Tuesday evening and still be in New York for the 11th and 12th. You might want to drop back again on the final day, which is the 13th. Certainly we hope you can be with us as much as possible.

Sincerely,



I. Keith Tyler  
Seminar Director

IKT:bw  
cc: R. Cheydleur

Mr. Harry J. Skornia  
Executive Director  
National Association of Educational  
Broadcasters  
14 Gregory Hall  
Urbana, Illinois



# THE OHIO STATE UNIVERSITY

NOVICE G. FAWCETT, *President*

COLUMBUS 10

OFFICE OF RADIO-TELEVISION EDUCATION  
I. KEITH TYLER, *Director*

November 20, 1957

Dear Burton:

In connection with the Seminar on Research in Educational Broadcasting, the Research Committee has been assuming that you and Harry Skornia would attend ex officio. But Ray Cheydleur has reminded me that we ought to invite you more formally on behalf of the Committee.

He may want to write you directly, but I did want you to know that we were counting on your attending as much as possible. I know you are very busy with other duties in connection with the presidency of NAEB, but you are interested in research and I know would both contribute and benefit from attendance.

Sincerely,

IKT:bw

cc: R. Cheydleur

I. Keith Tyler  
Seminar Director

Mr. Burton Paulu  
President, NAEB  
Station KUOM  
University of Minnesota  
Minneapolis 14, Minnesota

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL  
URBANA, ILLINOIS

November 22, 1951

Mr. Gale E. Eakin  
Radio-TV Research  
The University of Kansas  
Lawrence, Kansas

Dear Gale:

Thank you for your letter of November 1 explaining the apparent discrepancies between the list you mailed me the one I drew up from Harry's notes.

All of your reasoning is very sound, and I feel it is perfectly satisfactory to use the first names, other than Harry, that appear on your list. In fact, as you now know, I have already sent out the invitations to those men. I've called me while I was in Columbus last Thursday (after he had talked to you) and we agreed at that time to use your list.

I'm sure there will be some refusal which will open the door to others. I appreciate your thoughtfulness in explaining the whole process of selection that occurred in Harry's absence. This is good for us to have.

Sincerely,

Harold E. Hill  
Associate Director

HEH: JW



Individual Ranking of Nominees by the NAEB Research Committee

	<u>Harwood</u>	<u>Merrill</u>	<u>Cheydleur</u>	<u>Adkins</u>	<u>Flick</u>	<u>Sub-total</u>	<u>Becker</u>	<u>Total</u>
1. J. Stacy Adams	16	42	42	14	13	127	6	133
2. George L. Arms	33	42	19	24	18	136	65	201
3. Richard H. Bell	26	42	42	57	22	189	-	189
4. Wm. Bender, Jr.	44	17	42	15	23	141	-	141
5. Fr. L. V. Breet, S. J.	45	42	16	43	67	213	-	213
6. Wayne Bundy	18	42	42	33	74	209	28	237
7. Jess Burkett	46	42	42	52	73	255	-	255
8. James W. Case	47	11	24	50	19	151	-	151
9. Roy Carter	19	42	42	44	-	147	24	171
10. Norman B. Cleary	48	42	42	51	68	251	-	251
11. M. W. Collin	39	42	25	34	69	209	-	209
12. Berman Cooper	20	42	42	62	76	242	-	242
13. Myron Curry	49	41	22	46	71	229	-	229
14. Ralph Dailard	17	42	42	45	72	218	-	218
15. Stanley DeGraff	6	42	42	17	24	131	-	131
16. Otello Desiderato	5	12	23	3	14	57	13	70
17. Victor Doherty	24	42	42	35	42	185	-	185
18. Delwin Dusenbury	36	42	42	38	33	191	23	214
19. Richard Evans	9	6	26	25	1	67	4	71
20. Warren Findley	57	42	7	36	43	185	21	206
21. A. W. Forshay	58	42	8	1	-	109	22	131
22. John K. Folger	59	42	6	18	47	172	27	199
23. Herbert Gerjoux	35	42	4	19	52	152	12	164
24. Barton Griffith	40	42	11	48	46	187	11	198
25. Lucinda Grille	34	10	42	16	20	122	25	147
26. Burrell F. Hansen	60	42	42	39	32	215	-	215
27. Louis Heil	23	42	42	6	2	115	-	115
28. Paul K. Heim	61	42	20	49	45	217	-	217
29. Earl G. Herminghous	22	42	42	7	44	157	-	157
30. Richard Husband	21	42	16	26	31	136	-	136
31. George C. Johnson	62	42	15	58	51	228	-	228
32. Joseph H. Kanner	25	42	42	27	3	139	5	144
33. S. M. Kennedy	63	42	42	66	53	266	-	266
34. Robert W. Kirkpatrick	64	7	14	37	54	176	-	176
35. Kretzinger, Oregon	7	42	42	40	4	135	3	138
36. Kideya Kumata	8	8	12	28	5	61	2	63
37. Edward C. Lambert	38	42	9	20	30	139	-	139
38. F. G. Macomber	65	9	42	53	34	203	-	203
39. Chalmers Marquis	27	42	42	21	21	153	-	153
40. Marshall McLuhan	10	14	12	8	6	50	15	65
41. William A. Mindok	42	13	8	2	56	121	16	137
42. Larry Myers	28	15	42	54	36	175	-	175
43. R. C. Norris	29	42	42	65	37	215	-	215
44. John Parsey	11	42	42	13	41	149	20	169

November 18, 1957

Dr. I. Keith Tyler, Director  
Institute for Education by Radio-TV  
Ohio State University  
Columbus, Ohio

Dear Keith:

I have the feeling that somewhere along the line I have made a bad mistake.

With all the talk about who will and who won't attend the seminar, I am certain that nothing has been said about having Harry Skornia and Burton Paulu there. Perhaps we took it for granted that they would attend, that they have their own travel funds, etc.

But I wonder if you don't feel the same way about it as I do, that the committee should invite them --that if there are any drop-outs these travel funds should first be applied to the transportation needs of both these men.

Will you please let me know by return airmail whether there have been any declines---and I'll get in touch with Skornia and Tyler at that time.

Cordially,

Raymond D. Cheydleur, Chairman  
NAEB Research Committee

airmail

special delivery



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL  
URBANA, ILLINOIS

November 12, 1957

Mr. Raymond Cheydleur  
Assistant Director  
Station WFSU-FM  
The Florida State University  
Tallahassee, Florida

Dear Ray:

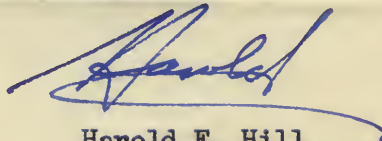
Enclosed is a copy of the letter of invitation that went to the first 20 men on the list Adkins sent me (except for Crary, which means we actually went down through the 21st name).

I talked to Keith and he agreed that, if we would handle the expense vouchers for the participants, OSU would not charge the \$600 administrative. This, plus the \$360 contingency, plus the original \$1500 allocated for participant travel, will give us \$2460 which is just about what I figured the travel for the participants and committee would come to.

One slight problem is that, according to Keith, the 20 for whom room and board was originally figured, included participants and committee. This means a slight increase in room and board over the original budget. However, I believe that I figured the travel generously enough to allow for this -- at least I hope so.

Thanks for your help during this hectic week.

Regards,

  
Harold E. Hill  
Associate Director

HEH/dfc  
CC: Gale Adkins  
Enclosure



NATIONAL ASSOCIATION  
of  
EDUCATIONAL BROADCASTERS

14 Gregory Hall

Urbana, Illinois

TO:

FROM: Harry J. Skornia, Executive Director

DATE: November 11, 1957

It is my pleasure to invite you to participate in the NAEB Research Seminar to be held at the Ohio State University December 9-13.

Transportation expenses for this seminar, and living expenses while there, (with the exception of breakfasts) will be borne by the NAEB out of our W. K. Kellogg Foundation grant.

This Seminar, which we hope will be only the first in this essential area, seeks to bring together the top twenty or so research people active in and concerned about educational broadcasting, particularly educational television. It will, we hope, help plot research efforts for the future to help insure that research is provided in essential areas, in responsible and adequately supervised form, and will, we hope, recommend procedures to insure adequate distribution and interpretation of results, ways to insure against undue duplications in studies, etc.

It will be similar in this respect to various earlier seminars conducted by the NAEB for other personnel in the movement: working out basic principles rather than concerning itself only with "audience studies" as generally understood.

We hope very sincerely that you will be able to participate. Since it might be possible for us to invite an alternate in case you are unable to attend, would you be good enough to let us know, as soon as possible whether or not you will be able to accept? (Of the 66 originally nominated for this Seminar, we are able to invite only 20, thus we will appreciate an early reply.) All who can accept will then receive further details from Dr. I. Keith Tyler, who will be host and manager of the Seminar for the NAEB at Ohio State.

May we hear from you as soon as possible?

Cordially,

A handwritten signature in dark ink, appearing to read 'H. J. Skornia', is written over the typed name.

Harry J. Skornia  
Executive Director



November 14, 1957

Mr. Harold E. Hill, Associate Director  
National Association of Educational Broadcasters  
14 Gregory Hall  
Urbana, Illinois

Dear Harold:

Glad to hear you were able to get Keith to deduct the \$600 administrative charge; obviously we needed every dime we could save to hold this seminar.

Since you did such a good job in Columbus, I hope that you'll be able to take a year off and come here to pound some common sense into our accounting system!

Regards,

Raymond D. Cheydleur  
Assistant Director

THE UNIVERSITY OF TEXAS  
AUSTIN 12

November 7, 1957

Harold Hill  
NAEB Headquarters  
14 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Harold:

I have your letter of November 6 marked "Urgent", etc.

The important point seems to be the differences between your list and mine. My list includes four men that yours does not include: Crary, Sloan, Neidt and Ellery. Regarding them:

1. Our information was that Crary might have to come as a participant. Everybody wanted him. To make sure he had a place he was included in the top twenty. Glad he can be financed otherwise.
2. In the first meeting at St. Louis (when Harry was present) Sloan was marked off temporarily because nobody knew him. He was among those to be checked on at our second meeting when we did have the descriptive information which Ray sent out. At the second meeting, with the information sheet at hand, he was restored to the list--to his place on Ray's tabulation list.
3. Ray asked us to consider the case of Neidt and decide if he should be in the top twenty. We thought so. There he is.
4. Dr. Jack Ellery, new director of the Mass Communications Research Center at Wayne State was strongly recommended by Paul Rickard and Lee Dreyfus. He was discussed at the first meeting (when Harry was present) and approved as one who should be there. I placed him with the group of other new approvals (Crary and Neidt) in the top twenty. Incidentally, Rickard said he wanted Ellery to be there to the extent that they would pay certain expenses for Ellery, if that was necessary.



November 7, 1957

The result of adding Crary, Sloan, Neidt and Ellery to the top twenty was to push Husband, Gerjoy, Parsey and Myers further down the list. Incidentally, Harry said at the first meeting that 23 or 24 persons would probably be possible--but he did not mean it as a promise or commitment.

C  
O  
P  
Y  
You (or somebody) have the problem of disposing of the "leftover" people in a way that can be defended. Here's what I suggest. The St. Louis subcommittee recommended inclusion of Neidt and Ellery, but those two were not on the original ballot and more members voted on the ballot than were present at St. Louis. I suggest removing Crary, Neidt, and Ellery and moving Husband, Gerjoy and Parsey up. Sloan, I feel, should stay because of his position on the original list. (Perhaps somebody's refusal will open the door for Larry Myers. Hope so.) Justification for the action I suggest would be that of settling controversial cases by going back to the original mail vote and Ray's tabulation.

Please understand I'm not doubting the accuracy of my own list or my interpretation of our deliberations in the St. Louis meetings. However, since a decision is needed, I suggest we settle the controversial cases on the basis of the mail ballot. Neidt and Ellery could be added to the list immediately following Myers. Refusals might provide space for them anyway.

Incidentally, the difference in sequence of names on mine and Harry's lists is not puzzling. He probably listed names in order of mention in our first meeting discussion. I arranged the names as much as possible to follow the sequence on Ray's list of rankings. Also, Harry was not at our second meeting.

For my part, do feel free to reconcile the differences in any way you think best. I believe that all the members of the St. Louis subcommittee would feel that way about it. I did want to suggest what I regard as a reasonable solution to the problem.

Best regards,

Gale R. Adkins  
Radio-TV Research

GRA:kt

P.S. Husband is at Florida State University.

cc: Ray Cheydleur

November 12, 1957

Prof. Gale Addins, Director  
Radio-TV Research  
University of Kansas  
Lawrence, Kansas

Dear Gale:

That was an excellent job you did at St. Louis! I certainly appreciated the time and effort you went to to revise that list---and what a job it must have been because I remember now how I shook my head over it after it was compiled.

You and the sub-committee made it workable.

After talking to you, I called Harold and we discussed the problem of the differences in names. Your letter today explained what we had already gone over and there really aren't any problems now. Harold said he would follow the list and drop Grary's name because he would finance his own way.

I pointed out that the number "20" wasn't holy and it was my personal feeling that it would be better to cut this back to twelve or fourteen names. Of course, I was just guessing at that number too, because it all depended upon Harold getting Keith to drop certain charges---and then figuring the exact amount of transportation charge for each person as he worked down the list.

The paper work on all of this has been rather heavy but the final results should please all members of the committee.

Thanks again for tightening the list!

Cordially,

Raymond D. Cheydleur, Chairman  
NARB Research Committee

c.c.: Harold Hill

airmail



AIR MAIL

November 6, 1957

URGENT

URGENT

Mr. Gale R. Adkins  
Chairman, Radio-TV Research  
University of Kansas  
Lawrence, Kansas

Dear Gale:

There seems to be considerable confusion about the priority listing of possible participants in the forthcoming research seminar. Parenthetically, I am trying to wrap up the loose ends on this and get out the letters of invitation since Harry will be on the west coast for the next couple of weeks.

When I came back from St. Louis I took the revised list that Harry had and the one that Ken Harwood had and compiled a new list. Their's were in agreement with one another, but they do not agree with the new list we have just received from you. It's possible, of course, that Harry and Ken both missed a later meeting of the committee at which the revised list was re-revised.

At any rate, I am enclosing a photo copy of your list and have indicated how it corresponds with the information I got from Ken's and Harry's lists. You will notice several discrepancies. Since we have decided that 20 is the most we can invite for financial reasons, and since its the least we can invite and still have a good group, we find that the list I prepared would have the following men yours would not: Richard Husband, Herbert Gerjoy, John Parsey and Larry Myers. On the other hand, yours would have the following that mine would not have: Frank Sloan, Charles Neidt, and Jack Ellery. (The discrepancy of one is Crary whom you have in your first 20, but who can be eliminated from consideration since Harry has already talked to him and explained that we want him, but that we hope he can come at Center expense -- this is the way it'll work, I'm sure.

Now, I personally don't care who attends the seminar, but I do have the problem of reconciling the lists. I'm sending a copy of this to Ray (with a photo copy of your list with my notations) and I would appreciate either or both of you sending me your comments pronto. I'm hopeful that you will get this in time to get me an answer by Monday, November 11, but if something should hold up this letter so that your answer couldn't get back here by that time, I may have to call one or both of you Monday (I am leaving on a trip this afternoon and won't be back until Saturday, so I can't do any more about this until Monday anyway).



November 6, 1957

I also have the problem of getting 20 people, plus the committee, there on the funds we have. I have already talked this over with Ray by phone, and since talking to him have talked to Harry who is in San Francisco. The 20 on my list, plus the committee will run the travel costs to about \$2500 -- we have \$1500 in the budget. (I haven't had time to check on what the difference in cost would be for your list, but I doubt if there would be much). Harry and I agreed that it should be 20 and that all expenses should be paid. Therefore, I am going to try to convince Keith Tyler, and the others at OSU, that they should not make the \$600 administrative charge and that the budget should be shuffled to give less to consultants and more to participant travel (as Ray suggested). I will see Keith tomorrow, Thursday the 7th, and will try to work something out.

Will you please write me air mail immediately - both of you - and give me your advice about the list discrepancies. I will then try to combine the thinking of you two and come up with something. I hope you'll trust me to work out the little details if there still are some after I hear from you.

One other thing, my files (Harry's really) show no addresses for Desiderato and Husband. If either of you have any information in your files, please send it to me, in case either of these ends up on the list and we have to send him an invitation. ↑

Regards,

*H. E. Hill (dc)*Harold E. Hill  
Associate Director

HEH/dfc

CC: Raymond Cheydleur ✓

Enclosure

11/7/57

Talked to Adkins and Hill; agreed to follow Adkin's basic list  
and dropping Crary. rdc



RECOMMENDED LIST OF NOMINEES  
TO BE INVITED TO THE NAEB RESEARCH SEMINAR

Note: This list does not include the members of the NAEB Research Committee.  
Before nominees are invited, adequate funds should be reserved to provide  
travel and living expenses for Research Committee members.

NOMINEES

- ✓ 1. Wilbur Schramm
- ✓ 2. Warren Seibert
- ✓ 3. Hideya Kumata
- ✓ 4. Marshall McLuhan
- ✓ 5. Otello Desiderato (Ruyon, Kanner to be alternates.)
- ✓ 6. Richard Evans
- ✓ 7. Percy Tannenbaum
- ✓ 8. Benjamin Shimberg
- X 9. Frank Sloan
- 9 10. Steven Withey
- 11. (University of Oregon may select one man to attend--  
either Shephard or Kretzinger)
- 13 12. A. W. Forshay
- 10 13. J. Stacy Adams
- 11 14. Wm. A. Mindok
- 12 15. Chalmers Marquis
- 14 16. Ryland Crary
- 25 17. Charles O. Neidt
- 21 18. Jack Ellery (Wayne State University)
- 22 19. Laurence Sigel
- 16 20. Earl Herminghaus
- 17 21. F.B. Macomber
- 24-25 22. Richard Husband
- 15 23. Herbert Gerjoy
- 18 24. John Parsey
- 19 25. Larry Myers
- 20 26. Howard Rowland
- 24 27. John K. Folger
- X 28. Warren G. Findley
- 23 29. Louis Heil
- X 30. Ray Carter
- X 31. Stanley DeGraff or Ralph Dillard

X - Not on H&H list  
✓ - Same Rating as H&H

## THE UNIVERSITY OF KANSAS

LAWRENCE

WILLIAM ALLEN WHITE SCHOOL OF JOURNALISM  
AND PUBLIC INFORMATIONTO: RayDATE: Ex. 493

FROM: \_\_\_\_\_

IN RE: \_\_\_\_\_

I thought it might save time  
to supply Harry with a copy of the list.  
I believe I have made it clear that  
"release" or authorization of the list  
as official should come from you.  
Harry seems anxious to get the



"invites" out at earliest  
possible moment.

more trivia later.

Yale

November 4, 1957

Dr. Harry Skornia  
NAEB Headquarters  
14 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Harry:

Enclosed is the list of nominees resulting from three meetings of Research Committee members at St. Louis. The first meeting included Adkins, Becker, Coleman, Tyler, and Skornia. A second meeting included Adkins, Becker, Tyler (Coleman gave blanket agreement with action taken). A third meeting involved Adkins and Harwood. (Ken arrived late Thursday after our other meetings were completed. No major changes were made at this time.)

Because Becker rated only thirty people on the list, we had to add a fixed number to the score of each person that Sam did not rate. Otherwise those he did not rate would have enjoyed a score advantage.

Some additional adjustments in ranking were made because the subcommittee felt that in certain cases individuals who were known not to be experienced in research had been given higher scores than were given to experienced researchers because of differences in kind and amount of listed information. Such adjustments were made only when there was complete agreement among the three or four committee members present.

Neidt and Ellery were considered on the basis of information which became available at the convention.

Officially this letter and list is a report and a recommendation submitted to the Research Committee chairman, Ray Cheydleur. I am sending the material to you, Harry, so you will have it in hand when Ray contacts you to discuss the report or authorize action in the name of the entire Research Committee.

Wasn't it a fine convention?

Yours very truly,

Gale R. Adkins

cc: Ray Cheydleur



RECOMMENDED LIST OF NOMINEES  
TO BE INVITED TO THE NAEB RESEARCH SEMINAR

Note: This list does not include the members of the NAEB Research Committee.  
Before nominees are invited, adequate funds should be reserved to provide travel and living expenses for Research Committee members.

NOMINEES

1. Wilbur Schramm
2. Warren Seibert
3. Hideya Kumata
4. Marshall McLuhan
5. Otello Desiderato (Runyon, Kanner to be alternates.)
6. Richard Evans
7. Percy Tannenbaum
8. Benjamin Shimberg
9. Frank Sloan
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22. Richard Husband
23. Herbert Gerjoy
24. John Parsey
25. Larry Myers
26. Howard Rowland
27. John K. Folger
28. Warren G. Findley
29. Louis Heil
30. Roy Carter
31. Stanley DeGraff or Ralph Dailard

## NAEB HEADING PAPER

TO: (leave blank)

FROM: Harry J. Skornia, Executive Director

DATE: (day sent)

It is my pleasure to invite you to participate in the NAEB Research Seminar to be held at the Ohio State University December 9-13.

Transportation expenses for this seminar, and living expenses while there, will be born by the NAEB out of our W. K. Kellogg Foundation grant.

This Seminar, which we hope will be only the first in this essential area, seeks to bring together the top twenty or so research people active in and concerned about educational broadcasting, particularly educational television. It will, we hope, help plot research efforts for the future to help insure that research is provided in essential areas, in responsible and adequately supervised form, and will, we hope, recommend procedures to insure adequate distribution and interpretation of results, ways to insure against undue duplications in studies, etc.

It will be similar in this respect to various earlier seminars conducted by the NAEB for other personnel in the movement: working out basic principles rather than concerning itself only with "audience studies" as generally understood.

We hope very sincerely that you will be able to participate. Since it might be possible to invite an alternate in case you are unable to attend, would you be good enough to let us know, as soon as possible whether or not you will be able to accept? All who can accept will then receive further details from Dr. I. Keith Tyler, who will be host and manager of the Seminar for the NAEB at Ohio State.

May we hear from you as soon as possible?

Cordially,

(Signature)

Ray Chydlar

Any suggestions? Letter  
of notification to be sent  
after final list reaches  
me. Address me at St  
Louis. HJL

Rec'd answer.  
10/25/57



TO: NAEB Research Committee

FROM: Raymond D. Cheydleur, Chairman

DATE: October 25, 1957

SUBJECT: Rating of nominees to the NAEB Broadcast Research Seminar

The attached list indicates the rating given by members of the committee to each nominee.

Since Gale Adkins has indicated he will attend the St. Louis convention, I am asking him to act as Chairman of a Sub-Committee to study this master list and make any changes it feels might be necessary. For instance, there are two nominees within the first twenty names listed, both coming from Oregon. The question on my mind is whether this is what we really want to do. Perhaps it might be better to go to the next name on the list and have representation from another school.

I am not saying that this should be done, but the Sub-Committee should discuss the matter and then act accordingly. Your chairman will consider minor practical changes as being final.

A very fine recommendation for Dr. Charles O. Neidt was filed by Jack McBride. Due to a delay in mails, although the application was submitted on time, the credentials were never forwarded to the members of this committee. Part of this was due to my oversight in the rush of getting this job done. Will the Sub-Committee please decide if this nominee should be included within the first twenty names. Perhaps the matter might be briefly discussed with McBride in order to obtain a proper briefing.

All of this may sound a little unfair to some members. However, we may expect the Sub-Committee to do a good job of evaluating the matter and doing what is best for the entire Association.

Although no meeting had been planned for St. Louis, I know Gale will call together all members who are able to attend. It is with considerable regret I will not be able to join you at this time!

RDC:as

Enclosure

Rating of Nominees by the NAEB Research Committee

<u>NAME</u>	<u>RANK</u>	<u>NAME</u>	<u>RANK</u>
1. Wilbur Schramm	31	35. Victor Doherty	185
2. Warren Seibert	54	36. Richard H. Bell	189
3. Hideya Kumata	63	37. Howard Roland	193
4. Marshall McLuhan	65	38. Louis Smith	195
5. Otello Desiderato	70	39. Barton Griffith	198
6. Richard Evans	71	40. John K. Folger	199
7. Louis Heil	115	41. Wesley Wallace	199
8. 7 Percy Tannenbaum	119	42. George L. Arms	201
9. Richard Runyon	121	43. F. G. Macomber	203
10. 8 Benjamin Shimberg	122	44. Warren G. Findley	206
11. Frank Sloane	122	45. M. W. Collin	209
12. 4 Steven Withey	125	46. Lou Peneguy	211
13. Shepherd, Oregon	129	47. Fr. L. V. Breet, S.J.	213
14. Stanley DeGraff	131	48. Delwin Dusenbury	214
15. 10 A. W. Forshay	131	49. Burrell F. Hansen	215
16. 11 J. Stacy Adams	133	50. R. C. Norris	215
17. 15 Richard Husband	136	51. Paul K. Heim	217
18. 12 Wm. A. Mindok	137	52. Ralph Dailard	218
19. 13 Kretzinger, Oregon <i>02</i>	138	53. Walt Whitaker	222
20. Edward C. Lambert	139	54. Ned Reglein	226
21. Wm Bender	141	55. George C. Johnson	228
22. Joseph H. Kanner	144	56. Myron Curry	229
23. Lucinda Grile	147	57. Cj. Stevens	233
24. Forest L. Whan	149	58. Wayne Bundy	237
25. James W. Case	151	59. Berman Cooper	242
26. 14 Chalmers Marquis	153	60. William Prange	250
27. 16 Laurence Sigel	155	61. Tex Smiley	250
28. 17 Earl G. Herminghous	157	62. Norman B. Cleary	251
29. 18 Herbert Gerjouy	164	63. Jess Burkett	255
30. John B. Roberts	166	64. Jeannette Terrell	261
31. 19 John Parsey	169	65. S. M. Kennedy, Jr.	266
32. Roy Carter	171	66. Elmer G. Sulzer	306
33. 20 Larry Myers	175		
34. Robert W. Kirkpatrick	176		

21. N. H. H.

22. Ellen

23. Heil - RO



Individual Ranking of Nominees by the NAEB Research Committee

	<u>Harwood</u>	<u>Merrill</u>	<u>Cheydleur</u>	<u>Adkins</u>	<u>Flick</u>	<u>Sub-total</u>	<u>Becker</u>	<u>Total</u>
1. J. Stacy Adams	16	42	42	14	13	127	6	133
2. George L. Arms	33	42	19	24	18	136	65	201
3. Richard H. Bell	26	42	42	57	22	189	-	189
4. Wm. Bender, Jr.	44	17	42	15	23	141	-	141
5. Fr. L. V. Breet, S. J.	45	42	16	43	67	213	-	213
6. Wayne Bundy	18	42	42	33	74	209	28	237
7. Jess Burkett	46	42	42	52	73	255	-	255
8. James W. Case	47	11	24	50	19	151	-	151
9. Roy Carter	19	42	42	44	-	147	24	171
10. Norman B. Cleary	48	42	42	51	68	251	-	251
11. M. W. Collin	39	42	25	34	69	209	-	209
12. Berman Cooper	20	42	42	62	76	242	-	242
13. Myron Curry	49	41	22	46	71	229	-	229
14. Ralph Dailard	17	42	42	45	72	218	-	218
15. Stanley DeGraff	6	42	42	17	24	131	-	131
16. Otello Desiderato	5	12	23	3	14	57	13	70
17. Victor Doherty	24	42	42	35	42	185	-	185
18. Delwin Dusenbury	36	42	42	38	33	191	23	214
19. Richard Evans	9	6	26	25	1	67	4	71
20. Warren Findley	57	42	7	36	43	185	21	206
21. A. W. Forshay	58	42	8	1	-	109	22	131
22. John K. Folger	59	42	6	18	47	172	27	199
23. Herbert Gerjouy	35	42	4	19	52	152	12	164
24. Barton Griffith	40	42	11	48	46	187	11	198
25. Lucinda Grille	34	10	42	16	20	122	25	147
26. Burrell F. Hansen	60	42	42	39	32	215	-	215
27. Louis Heil	23	42	42	6	2	115	-	115
28. Paul K. Heia	61	42	20	49	45	217	-	217
29. Earl G. Herminghaus	22	42	42	7	44	157	-	157
30. Richard Husband	21	42	16	26	31	136	-	136
31. George C. Johnson	62	42	15	58	51	228	-	228
32. Joseph H. Kanner	25	42	42	27	3	139	5	144
33. S. M. Kennedy	63	42	42	66	53	266	-	266
34. Robert W. Kirkpatrick	64	7	14	37	54	176	-	176
35. Kretzinger, Oregon	7	42	42	40	4	135	3	138
36. Kideya Kumata	8	8	12	28	5	61	2	63
37. Edward C. Lambert	38	42	9	20	30	139	-	139
38. F. G. Macomber	65	9	42	53	34	203	-	203
39. Chalmers Marquis	27	42	42	21	21	153	-	153
40. Marshall McLuhan	10	14	12	8	6	50	15	65
41. William A. Mindok	42	13	8	2	56	121	16	137
42. Larry Myers	28	15	42	54	36	175	-	175
43. R. C. Norris	29	42	42	65	37	215	-	215
44. John Parsey	11	42	42	13	41	149	20	169

	<u>Harwood</u>	<u>Merrill</u>	<u>Cheydleur</u>	<u>Adkins</u>	<u>Flick</u>	<u>Sub-total</u>	<u>Becker</u>	<u>Total</u>
45. Lou Peneguy	50	42	42	29	48	211	-	211
46. William Prange	51	42	42	60	55	250	-	250
47. Ned Reglein	52	42	42	41	49	226	-	226
48. John B. Roberts	41	42	18	30	35	166	-	166
49. Howard Roland	66	42	42	22	7	179	14	193
50. Richard Runyon	12	42	42	10	8	114	7	121
51. Wilbur Schramm	1	2	2	9	-	14	17	31
52. Warren Seibert	32	3	5	4	9	53	1	54
53. Shepherd, Oregon	13	42	17	47	10	129	-	129
54. Benjamin Shimberg	14	42	42	5	11	114	8	122
55. Laurence Siegel	30	42	26	31	26	155	-	155
56. Frank Sloane	31	16	27	23	25	122	-	122
57. Tex Smiley	53	42	42	63	50	250	-	250
58. Louis Smith	43	42	42	11	38	176	19	195
59. Cj. Stevens	54	42	42	56	39	233	-	233
60. Elmer Sulzer	55	42	42	61	40	240	66	306
61. Percy Tannenbaum	2	42	42	12	12	110	9	119
62. Jeannette Terrell	56	42	42	64	57	261	-	261
63. Wesley Wallace	15	5	42	59	60	181	18	199
64. Forest L. Whan	3	4	3	55	58	123	26	149
65. Walt Whitaker	37	42	42	42	59	222	-	222
66. Steven Withey	4	42	10	32	27	115	10	125



833 9th Street  
Santa Monica  
California

Mr. Raymond Cheydleur  
Radio and Communications  
Florida State University  
Tallahassee, Florida

Dear Ray:

I hope something comes out of all this rating business. After number 20 all the rest could have been numbered 21. But perhaps with all the members' ratings it will give a preference group for the seminar.

Sincerely,

*Flick*  
Flick

Flick

FINAL LIST OF NOMINEES FOR THE NAEB RESEARCH SEMINAR

- (1) Keep one copy for your file  
(2) Return the other with preference rating to Cheydleur

<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
1. Research Committee	J. Stacy Adams, N. Carolina	<u>13</u>
2. George L. Arms	George L. Arms, KETC, St. Louis	<u>18</u>
3. Richard H. Bell	Richard H. Bell, Arizona State College	<u>22</u>
4. E. G. Burrows	Wm Bender, Jr., Univ. of Michigan	<u>23</u>
5. Research Committee	"Otello Desiderato "1st choice of 3 nominees", Human Resources Research Office	<u>14</u>
6. W. J. Murphy	Fr. L. V. Brett, S. J., Univ. of Detroit	<u>67</u>
7. Wm. J. Murphy	Wayne Bundy, Univ. of Detroit	<u>74</u>
8. Hugh M. Mix	Jess Burkett, Univ. of Oklahoma	<u>73</u>
9. Howard L. Johnson	James W. Case, KRMA-TV	<u>19</u>
10. Research Committee	Roy Carter, N. Carolina	<u>68</u>
11. Richard F. Vogl	Norman B. Cleary, Iowa State College	<u>69</u>
12. Gerard Appy	Dr. M. W. Collin, Univ. of Georgia	<u>76</u>
13. Berman Cooper	Berman Cooper, Univ. of New Mexico	<u>20</u>
14. Research Committee	Lucinda Grile, USAA	<u>71</u>
15. Myron Curry	Myron Curry, Univ. of N. Dakota	<u>72</u>
16. Research Committee	Ralph Dailard, San Diego Schools	<u>24</u>
17. Research Committee	Stanley DeGraff, San Diego Schools	



<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
18. _____	Dr. Victor Doherty, Portland Public Schools	<u>42</u>
19. John B. Roberts	Dr. Delwin Dusenbury	<u>33</u>
20. Research Committee	Dr. Richard Evans, Houston	<u>1</u>
21. Haskell Boyter	Dr. Warren G. Findley	<u>43</u>
22. <del>Ryland Grary</del>	<del>Dr. A. W. Forshay, Columbia Univ.</del>	<u>2</u>
23. Bob Anderson	Dr. John K. Folger	<u>47</u>
24. Harry Lamb and President Knowles	Dr. Herbert Garjouy, Univ. of Toledo	<u>52</u>
25. Edward C. Lambert	Barton Griffith, Univ. of Missouri	<u>46</u>
26. Dr. Burrell F. Hansen	Dr. Burrell F. Hansen, Utah State Univ.	<u>32</u>
27. Research Committee	Louis Heil, New York Univ.	<u>2</u>
28. Paul K. Heim	Paul K. Heim, Richmond Area Univ. Center	<u>45</u>
29. Research Committee	Earl G. Herminghous	<u>44</u>
30. Research Committee	Dr. Richard Husband, Florida State University	<u>31</u>
31. Elmer G. Sulzer	George C. Johnson, Indiana Univ.	<u>51</u>
32. Research Committee	Joseph H. Kanner, Human Resources Research Office	<u>3</u>
33. _____	Dr. S. M. Kennedy, Jr. Texas Teachers College	<u>53</u>
34. Robert W. Kirkpatrick	Robert W. Kirkpatrick, Union Theological Seminary	<u>54</u>
35. Research Committee	Kretzinger, Oregon	<u>4</u>
36. Research Committee	Hideya Kumata, Michigan State Univ.	<u>5</u>
37. Edward C. Lambert	Edward C. Lambert, Univ. of Missouri	<u>30</u>
38. F. G. Macomber	F. G. Macomber	<u>34</u>
39. Jim Robertson	Chalmers Marquis, WTTW, Chicago	<u>21</u>

<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
40. Research Committee	Dr. Marshall McLuhan, Toronto	<u>6</u>
41. John C. Schwarzwald	Dr. Wm. A. Mindok, Univ. of Minnesota	<u>56</u>
42. James A. Fellows	Larry Myers, Syracuse Univ.	<u>36</u>
43. R. F. Schenkkan	R. C. Norris, Univ. of Texas	<u>37</u>
44. Research Committee	John Parsey, Research Dir., Nat. Proj. Agric. Com.	<u>41</u>
45. Ray Hurlbert	Lou Peneguy, Univ. of Alabama	<u>48</u>
46. A. B. Roberts	William Prange, W. Illinois State College	<u>55</u>
47. A. B. Roberts	Dr. Ned Reglein, W. Illinois State College	<u>49</u>
48. John B. Roberts	Prof. John B. Roberts, Temple Univ.	<u>35</u>
49. Research Committee	Howard Rowland, Pittsburgh	<u>7</u>
50. Research Committee	Richard Runyon, Human Resources Research Office	<u>8</u>
51. James Day	(Dr. Wilbur Schramm, Stanford Univ. <i>Should be expanded</i> )	<u>      </u>
52. Research Committee	Dr. Warren Seibert, Purdue Univ.	<u>9</u>
53. Research Committee	Shepherd, Oregon	<u>10</u>
54. Research Committee	Benjamin Shimberg, Educ. Testing Service	<u>11</u>
55. F. G. Macomber	Dr. Laurence Sigel, Miami Univ., Ohio	<u>26</u>
56. Vernon Bronson	Dr. Frank Sloane, Dade County Board of Instruction, Miami	<u>25</u>
57. Tex Smiley	Tex Smiley, Kansas State Teachers College	<u>50</u>
58. Ryland W. Grary	Dr. Louis Smith, Washington Univ.	<u>38</u>
59. Cj Stevens	Cj Stevens, Univ. of Kansas City	<u>39</u>
60. Elmer G. Sulzer	Elmer G. Sulzer, Indiana Univ.	<u>40</u>



<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
61. Research Committee	Percy Tannenbaum, Illinois	<u>12</u>
62. A. B. Roberts	Jeannette Terrell, W. Illinois State College	<u>57</u>
63. Earl Wynn	Wesley Wallace, Univ. of North Carolina	<u>66</u>
64. Kenneth E. Thomas	Dr. Forest L. Whan	<u>58</u>
65. Graydon Ausmus	Walt Whitaker, Univ. of Alabama	<u>59</u>
66. Ryland W. Crary	Dr. Steven Withey, Univ. of Michigan	<u>27</u>

\*\*\*\*\*

- (a) Research Committee (Cheydleur)      Bruce Westley Univ. of Wisc.      A letter from McCarty indicates Westley is no longer in research and, therefore I withdraw my nomination. RDC.
- (b) Research Committee      Ryland W. Crary ETRC      We discussed this at Chicago. Whether he is to be a panel member or a participant, I fail to recall. However, will you follow through on this, Tyler, and then count him in one of these two groups.
- (c) Harry D. Lamb      Arnold Hanson, Dean Univ. of Toledo      Tyler: Lamb has made several recommendations. This one for Dean Hanson appeared to be the type where a special invitation might be sent by you ---saying that you would like to have him sit in on a few sessions...not as an expenses-paid participant, etc.
- On the final clearance sheet, may we have, Keith, the action take on the above two items? (rdc)

(d) Some of the locations listed after several names is scanty due to the fact that many application blanks were incomplete.

*Have this in time, Ray!*  
*Ken*

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3. Richard H. Bell	Richard H. Bell, Arizona State College	<u>26</u>
4. E. G. Burrows	Wm Bender, Jr., Univ. of Michigan	<u>44</u>
5. Research Committee	"Otello Desiderato "1st choice of 3 nominees", Human Resources Research Office	<u>5</u>
6. W. J. Murphy	Fr. L. V. Brett, S. J., Univ. of Detroit	<u>45</u>
7. Wm. J. Murphy	Wayne Bundy, Univ. of Detroit	<u>18</u>
8. Hugh M. Mix	Jess Burkett, Univ. of Oklahoma	<u>46</u>
9. Howard L. Johnson	James W. Case, KRMA-TV	<u>47</u>
10. Research Committee	Roy Carter, N. Carolina	<u>19</u>
11. Richard F. Vogl	Norman B. Cleary, Iowa State College	<u>48</u>
12. Gerard Appy	Dr. M. W. Collin, Univ. of Georgia	<u>39</u>
13. Berman Cooper	Berman Cooper, Univ. of New Mexico	<u>20</u>
14. Research Committee	Lucinda Grile, USAA	<u>34</u>
15. Myron Curry	Myron Curry, Univ. of N. Dakota	<u>49</u>
16. Research Committee	Ralph Dailard, San Diego Schools	<u>17</u>
17. Research Committee	Stanley DeGraff, San Diego Schools	<u>6</u>



<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
18. _____	Dr. Victor Doherty, Portland Public Schools	<u>24</u>
19. John B. Roberts	Dr. Delwin Dusenbury	<u>36</u>
20. Research Committee	Dr. Richard Evans, Houston	<u>9</u>
21. Haskell Boyter	Dr. Warren G. Findley	<u>57</u>
22. Ryland Crary	Dr. A. W. Forshay, Columbia Univ.	<u>58</u>
23. Bob Anderson	Dr. John K. Folger	<u>59</u>
24. Harry Lamb and President Knowles	Dr. Herbert Gerjouy, Univ. of Toledo	<u>35</u>
25. Edward C. Lambert	Barton Griffith, Univ. of Missouri	<u>40</u>
26. Dr. Burrell F. Hansen	Dr. Burrell F. Hansen, Utah State Univ.	<u>60</u>
27. Research Committee	Louis Heil, New York Univ.	<u>23</u>
28. Paul K. Heim	Paul K. Heim, Richmond Area Univ. Center	<u>61</u>
29. Research Committee	Earl G. Herminghous	<u>22</u>
30. Research Committee	Dr. Richard Husband, Florida State University	<u>21</u>
31. Elmer G. Sulzer	George C. Johnson, Indiana Univ.	<u>62</u>
32. Research Committee	Joseph H. Kanner, Human Resources Research Office	<u>25</u>
33. _____	Dr. S. M. Kennedy, Jr. Texas Teachers College	<u>63</u>
34. Robert W. Kirkpatrick	Robert W. Kirkpatrick, Union Theological Seminary	<u>64</u>
35. Research Committee	Kretzinger, Oregon	<u>7</u>
36. Research Committee	Hideya Kumata, Michigan State Univ.	<u>8</u>
37. Edward C. Lambert	Edward C. Lambert, Univ. of Missouri	<u>38</u>
38. F. G. Macomber	F. G. Macomber	<u>65</u>
39. Jim Robertson	Chalmers Marquis, WTTW, Chicago	<u>27</u>

<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
40. Research Committee	Dr. Marshall McLuhan, Toronto	<u>10</u>
41. John C. Schwarzwald	Dr. Wm. A. Mindok, Univ. of Minnesota	<u>42</u>
42. James A. Fellows	Larry Myers, Syracuse Univ.	<u>28</u>
43. R. F. Schenkkan	R. C. Norris, Univ. of Texas	<u>29</u>
44. Research Committee	John Parsey, Research Dir., Nat. Proj. Agric. Com.	<u>11</u>
45. Ray Hurlbert	Lou Peneguy, Univ. of Alabama	<u>50</u>
46. A. B. Roberts	William Prange, W. Illinois State College	<u>51</u>
47. A. B. Roberts	Dr. Ned Reglein, W. Illinois State College	<u>52</u>
48. John B. Roberts	Prof. John B. Roberts, Temple Univ.	<u>41</u>
49. Research Committee	Howard Rowland, Pittsburgh	<u>66</u>
50. Research Committee	Richard Runyon, Human Resources Research Office	<u>12</u>
51. James Day	Dr. Wilbur Schramm, Stanford Univ.	<u>1</u>
52. Research Committee	Dr. Warren Seibert, Purdue Univ.	<u>32</u>
53. Research Committee	Shepherd, Oregon	<u>13</u>
54. Research Committee	Benjamin Shimberg, Educ. Testing Service	<u>14</u>
55. F. G. Macomber	Dr. Laurence Sigel, Miami Univ., Ohio	<u>30</u>
56. Vernon Bronson	Dr. Frank Sloane, Dade County Board of Instruction, Miami	<u>31</u>
57. Tex Smiley	Tex Smiley, Kansas State Teachers College	<u>53</u>
58. Ryland W. Crary	Dr. Louis Smith, Washington Univ.	<u>43</u>
59. Cj Stevens	Cj Stevens, Univ. of Kansas City	<u>54</u>
60. Elmer G. Sulzer	Elmer G. Sulzer, Indiana Univ.	<u>55</u>



<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
61. Research Committee	Percy Tannenbaum, Illinois	<u>21</u>
62. A. B. Roberts	Jeannette Terrell, W. Illinois State College	<u>56</u>
63. Earl Wynn	Wesley Wallace, Univ. of North Carolina	<u>15</u>
64. Kenneth E. Thomas	Dr. Forest L. Whan	<u>3</u>
65. Graydon Ausmus	Walt Whitaker, Univ. of Alabama	<u>37</u>
66. Ryland W. Crary	Dr. Steven Withey, Univ. of Michigan	<u>4</u>

\* \* \* \* \*

- (a) Research Committee (Cheydleur)      Bruce Westley  
Univ. of Wisc.      A letter from McCarty indicates Westley is no longer in research and, therefore I withdraw my nomination. RDC.
- (b) Research Committee      Ryland W. Crary  
ETRC      We discussed this at Chicago. Whether he is to be a panel member or a participant, I fail to recall. However, will you follow through on this, Tyler, and then count him in one of these two groups.
- (c) Harry D. Lamb      Arnold Hanson, Dean  
Univ. of Toledo      Tyler: Lamb has made several recommendations. This one for Dean Hanson appeared to be the type where a special invitation might be sent by you ---saying that you would like to have him sit in on a few sessions...not as an expenses-paid participant, etc.
- On the final clearance sheet, may we have, Keith, the action take on the above two items?  
(rdc)
- (d) Some of the locations listed after several names is scanty due to the fact that many application blanks were incomplete.

October 7, 1957

Mr. Lee S. Dreyfus  
Assistant Director  
Radio and TV  
Department of Speech  
Wayne State University  
Detroit 2, Michigan

Dear Lee:

Sorry list of researchers had to be closed out some time ago. We had over 60 designations before deadline, and finally had to enforce latter.

Regards,

Harry J. Skornia  
Executive Director

HJS/dfc  
CC: Raymond Cheydleur ✓  
Drafted Saturday October 5



October 7, 1957

Mr. Charles Woodhouse, Director  
Radio and Television Services  
Klamath Falls Public Schools  
Klamath Falls, Oregon

Dear Mr. Woodhouse:

Sorry list of researchers had to be closed out some time ago. We had over 60 designations before deadline, and finally had to enforce latter.

Regards,

Harry J. Skornia  
Executive Director

HJS/dfc  
CC: Raymond Cheydleur ✓  
Drafted Saturday October 5

STATE UNIVERSITY OF IOWA  
IOWA CITY

10/7

TELEVISION CENTER

Dear Ray:

Sorry that these are so late but I am working like mad to get the manuscript of a book into the publishers --- which was due over a month ago --- and everything else is simply having to wait until I get that done.

Sorry to hear that we will not see you in St. Louis. Hope that we can get together again before too long.

By the way, I could not possibly rank all of these men since I did not know all of them. However, you will note that I numbered a couple 62 and 63 --- I know them well enough to know that they have no business at this seminar.

Hope these are satisfactory.

*Sam*



Becker

FINAL LIST OF NOMINEES FOR THE NAEB RESEARCH SEMINAR

- (1) Keep one copy for your file  
(2) Return the other with preference  
rating to Cheydleur

<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
1. Research Committee	J. Stacy Adams, N. Carolina	<u>6</u>
2. George L. Arms	<del>George L. Arms, KETC, St. Louis</del>	<u>65</u>
3. Richard H. Bell	Richard H. Bell, Arizona State College	<u>      </u>
4. E. G. Burrows	Wm Bender, Jr., Univ. of Michigan	<u>      </u>
5. Research Committee	"Otello Desiderato "1st choice of 3 nominees", Human Resources Research Office	<u>13</u>
6. W. J. Murphy	Fr. L. V. Brett, S. J., Univ. of Detroit	<u>      </u>
7. Wm. J. Murphy	Wayne Bundy, Univ. of Detroit	<u>28</u>
8. Hugh M. Mix	Jess Burkett, Univ. of Oklahoma	<u>      </u>
9. Howard L. Johnson	James W. Case, KRMA-TV	<u>      </u>
10. Research Committee	Roy Carter, N. Carolina	<u>24</u>
11. Richard F. Vogl	Norman B. Cleary, Iowa State College	<u>      </u>
12. Gerard Appy	Dr. M. W. Collin, Univ. of Georgia	<u>      </u>
13. Berman Cooper	Berman Cooper, Univ. of New Mexico	<u>      </u>
14. Research Committee	Lucinda Grile, USAA	<u>25</u>
15. Myron Curry	Myron Curry, Univ. of N. Dakota	<u>      </u>
16. Research Committee	Ralph Dailard, San Diego Schools	<u>      </u>
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20. Research Committee	Dr. Richard Evans, Houston	<u>4</u>
21. Haskell Boyter	Dr. Warren G. Findley	<u>21</u>
22. Ryland Crary	Dr. A. W. Forshay, Columbia Univ.	<u>22</u>
23. Bob Anderson	Dr. John K. Folger	<u>27</u>
24. Harry Lamb and President Knowles	Dr. Herbert Gerjouy, Univ. of Toledo	<u>12</u>
25. Edward C. Lambert	Barton Griffith, Univ. of Missouri	<u>11</u>
26. Dr. Burrell F. Hansen	Dr. Burrell F. Hansen, Utah State Univ.	_____
27. Research Committee	Louis Heil, New York Univ.	_____
28. Paul K. Heim	Paul K. Heim, Richmond Area Univ. Center	_____
29. Research Committee	Earl G. Herminghaus	_____
30. Research Committee	Dr. Richard Husband, Florida State University	_____
31. Elmer G. Sulzer	George C. Johnson, Indiana Univ.	_____
32. Research Committee	Joseph H. Kanner, Human Resources Research Office	<u>5</u>
33. _____	Dr. S. M. Kennedy, Jr. Texas Teachers College	_____
34. Robert W. Kirkpatrick	Robert W. Kirkpatrick, Union Theological Seminary	_____
35. Research Committee	Kretzinger, Oregon	<u>3</u>
36. Research Committee	Hideya Kumata, Michigan State Univ.	<u>2</u>
37. Edward C. Lambert	Edward C. Lambert, Univ. of Missouri	_____
38. F. G. Macomber	F. G. Macomber	_____
39. Jim Robertson	Chalmers Marquis, WTTW, Chicago	_____



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41. John C. Schwarzwald	Dr. Wm. A. Mindok, Univ. of Minnesota	<u>16</u>
42. James A. Fellows	Larry Myers, Syracuse Univ.	<u>      </u>
43. R. F. Schenkkan	R. C. Norris, Univ. of Texas	<u>      </u>
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46. A. B. Roberts	William Prange, W. Illinois State College	<u>      </u>
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52. Research Committee	Dr. Warren Seibert, Purdue Univ.	<u>1</u>
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54. Research Committee	Benjamin Shimberg, Educ. Testing Service	<u>8</u>
55. F. G. Macomber	Dr. Laurence Sigel, Miami Univ., Ohio	<u>      </u>
56. Vernon Bronson	Dr. Frank Sloane, Dade County Board of Instruction, Miami	<u>      </u>
57. Tex Smiley	Tex Smiley, Kansas State Teachers College	<u>      </u>
58. Ryland W. Crary	Dr. Louis Smith, Washington Univ.	<u>19</u>
59. Cj Stevens	Cj Stevens, Univ. of Kansas City	<u>      </u>
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65. Graydon Ausmus	Walt Whitaker, Univ. of Alabama	
66. Ryland W. Crary	Dr. Steven Withey, Univ. of Michigan	

\*\*\*\*\*

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Univ. of Wisc.      A letter from McCarty indicates Westley is no longer in research and, therefore I withdraw my nomination. RDC.
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Univ. of Toledo      Tyler: Lamb has made several recommendations. This one for Dean Hanson appeared to be the type where a special invitation might be sent by you ---saying that you would like to have him sit in on a few sessions...not as an expenses-paid participant, etc.
- On the final clearance sheet, may we have, Keith, the action take on the above two items?  
(rdc)
- (d) Some of the locations listed after several names is scanty due to the fact that many application blanks were incomplete.





*from*

**NATIONAL HEADQUARTERS**  
14 Gregory Hall, Urbana, Illinois

October 4, 1957

Mr. Raymond Cheydleur  
Assistant Director  
Florida State University  
Tallahassee, Florida

Dear Ray:

Amen to your refusal to accept further  
date applications. Several, just in,  
I'm not even sending on.

Will hold for later "regrets" letter.

Regards,

*H.*

*Committee report also received,  
with thanks  
H.*

**HARRY J. SKORNIA**  
Executive Director

Gale Adkins  
Rec. 10/17/57

FINAL LIST OF NOMINEES FOR THE NAEB RESEARCH SEMINAR

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rating to Cheydleur

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5. Research Committee	"Otello Desiderato "1st choice of 3 nominees", Human Resources Research Office	<u>3</u>
6. W. J. Murphy	Fr. L. V. Brett, S. J., Univ. of Detroit	<u>43</u>
7. Wm. J. Murphy	Wayne Bundy, Univ. of Detroit	<u>33</u>
8. Hugh M. Mix	Jess Burkett, Univ. of Oklahoma	<u>52</u>
9. Howard L. Johnson	James W. Case, KRMA-TV	<u>50</u>
10. Research Committee	Roy Carter, N. Carolina	<u>44</u>
11. Richard F. Vogl	Norman B. Cleary, Iowa State College	<u>51</u>
12. Gerard Appy	Dr. M. W. Collin, Univ. of Georgia	<u>34</u>
13. Berman Cooper	Berman Cooper, Univ. of New Mexico	<u>62</u>
14. Research Committee	Lucinda Grile, USAA	<u>16</u>
15. Myron Curry	Myron Curry, Univ. of N. Dakota	<u>46</u>
16. Research Committee	Ralph Dailard, San Diego Schools	<u>45</u>
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<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
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19. John B. Roberts	Dr. Delwin Dusenbury	<u>38</u>
20. Research Committee	Dr. Richard Evans, Houston	<u>25</u>
21. Haskell Boyter	Dr. Warren G. Findley	<u>36</u>
22. Ryland Crary	Dr. A. W. Forshay, Columbia Univ.	<u>1</u>
23. Bob Anderson	Dr. John K. Folger	<u>18</u>
24. Harry Lamb and President Knowles	Dr. Herbert Gerjouy, Univ. of Toledo	<u>19</u>
25. Edward C. Lambert	Barton Griffith, Univ. of Missouri	<u>48</u>
26. Dr. Burrell F. Hansen	Dr. Burrell F. Hansen, Utah State Univ.	<u>39</u>
27. Research Committee	Louis Heil, New York Univ.	<u>6</u>
28. Paul K. Heim	Paul K. Heim, Richmond Area Univ. Center	<u>49</u>
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35. Research Committee	Kretzinger, Oregon	<u>40</u>
36. Research Committee	Hideya Kumata, Michigan State Univ.	<u>28</u>
37. Edward C. Lambert	Edward C. Lambert, Univ. of Missouri	<u>20</u>
38. F. G. Macomber	F. G. Macomber	<u>53</u>
39. Jim Robertson	Chalmers Marquis, WTTW, Chicago	<u>21</u>

<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
40. Research Committee	Dr. Marshall McLuhan, Toronto	<u>8</u>
41. John C. Schwarzwalder	Dr. Wm. A. Mindok, Univ. of Minnesota	<u>2</u>
42. James A. Fellows	Larry Myers, Synacuse Univ.	<u>54</u>
43. R. F. Schenkkan	R. C. Norris, Univ. of Texas	<u>65</u>
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58. Ryland W. Crary	Dr. Louis Smith, Washington Univ.	<u>11</u>
59. Cj Stevens	Cj Stevens, Univ. of Kansas City	<u>56</u>
60. Elmer G. Sulzer	Elmer G. Sulzer, Indiana Univ.	<u>61</u>



## Nominator

## Nominee

Preference  
Rating

61. Research Committee	Percy Tannenbaum, Illinois	<u>12</u>
62. A. B. Roberts	Jeannette Terrell, W. Illinois State College	<u>64</u>
63. Earl Wynn	Wesley Wallace, Univ. of North Carolina	<u>59</u>
64. Kenneth E. Thomas	Dr. Forest L. Whan	<u>55</u>
65. Graydon Ausmus	Walt Whitaker, Univ. of Alabama	<u>42</u>
66. Ryland W. Crary	Dr. Steven Withey, Univ. of Michigan	<u>32</u>

\* \* \* \* \*

(a) Research Committee  
(Cheydleur)Bruce Westley  
Univ. of Wisc.

A letter from McCarty indicates Westley is no longer in research and, therefore I withdraw my nomination. RDC.

(b) Research Committee

Ryland W. Crary  
ETRC

We discussed this at Chicago. Whether he is to be a panel member or a participant, I fail to recall. However, will you follow through on this, Tyler, and then count him in one of these two groups.

Yes

(c) Harry D. Lamb

Arnold Hanson, Dean  
Univ. of Toledo

Tyler: Lamb has made several recommendations. This one for Dean Hanson appeared to be the type where a special invitation might be sent by you ---saying that you would like to have him sit in on a few sessions...not as an expenses-paid participant, etc.

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(rdc)

(d) Some of the locations listed after several names is scanty due to the fact that many application blanks were incomplete.

# The Pick-Congress

AN ALBERT PICK HOTEL CHICAGO 5, ILLINOIS

Dear Ray,

Enclosed is my vote for Nominations -  
All other nominations after the first 17  
killed - at 4 1/2.

Please see that Ryland Cravy comes -  
he should be a participant

Note - I don't think a fellow  
should come if an NAEB manager doesn't  
suggest him - Eg J. Story Adams - (my  
suggestion) is no good if Earl Weym  
meets Wesley Wallace.

Met with Helsen people this a.m.  
with Skovira -- well have a good offer  
the Boss - there was no reduction.



Birmingham, Ala. . . . . Pick-Bankhead  
Canton, O. . . . . Pick-Belden  
Chicago, Ill. . . . . Pick-Congress  
Cincinnati, O. . . . . Pick-Fountain Square  
Cleveland, O. . . . . Pick-Carter  
Columbus, O. . . . . Pick-Fort Hayes  
Dayton, O. . . . . Pick-Miami

Detroit, Mich. . . . . Pick-Fort Shelby  
Evanston, Ill. . . . . Pick-Georgian  
Flint, Mich. . . . . Pick-Durant  
Indianapolis, Ind. . . . . Pick-Antlers  
Minneapolis, Minn. . . . . Pick-Nicollet  
Pittsburgh, Pa. . . . . Pick-Roosevelt  
South Bend, Ind. . . . . Pick-Oliver

St. Louis, Mo. . . . . Pick-Mark Twain  
Toledo, O. . . . . Pick-Melbourne  
Toledo, O. . . . . Pick-Fort Meigs  
Topeka, Kan. . . . . Pick-Kansas  
Washington, D.C. . . . . Pick-Lee House  
Youngstown, O. . . . . Pick-Ohio

ALBERT PICK MOTELS  
Chattanooga, Tenn. . . . . Holiday Inn Hotel  
Colorado Springs, Colo. . . . . Holiday Inn Hotel  
Miami Beach, Fla. . . . . Albert Pick Hotels  
Natchez, Miss. . . . . Holiday Inn Hotel  
Portsmouth, Va. . . . . Holiday Inn Hotel  
Rockford, Ill. . . . . Edge-O'-Town Hotel  
Terre Haute, Ind. . . . . Holiday Inn Hotel



Spice over the find of Churchill.

Our way off to Memphis on my  
Many Research Project

Sincerely,

Luc.

*Research Committee Copy*

FINAL LIST OF NOMINEES FOR THE NAEB RESEARCH SEMINAR

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2. George L. Arms	George L. Arms, KETC, St. Louis	<u>4 1/2</u>
3. Richard H. Bell	Richard H. Bell, Arizona State College	<u>4 1/2</u>
4. E. G. Burrows	Wm Bender, Jr., Univ. of Michigan	<u>1 1/2</u>
5. Research Committee	"Otello Desiderato "1st choice of 3 nominees", Human Resources Research Office	<u>1 1/2</u>
6. W. J. Murphy	Fr. L. V. Brett, S. J., Univ. of Detroit	<u>4 1/2</u>
7. Wm. J. Murphy	Wayne Bundy, Univ. of Detroit	<u>4 1/2</u>
8. Hugh M. Mix	Jess Burkett, Univ. of Oklahoma	<u>4 1/2</u>
9. Howard L. Johnson	James W. Case, KRMA-TV	<u>1 1/2</u>
10. Research Committee	Roy Carter, N. Carolina	
11. Richard F. Vogl	Norman B. Cleary, Iowa State College	<u>4 1/2</u>
12. Gerard Appy	Dr. M. W. Collin, Univ. of Georgia	<u>1 1/2</u>
13. Berman Cooper	Berman Cooper, Univ. of New Mexico	<u>1 1/2</u>
14. Research Committee	Lucinda Grile, USAA	<u>1 1/2</u>
15. Myron Curry	Myron Curry, Univ. of N. Dakota	<u>4 1/2</u>
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17. Research Committee	Stanley DeGraff, San Diego Schools	<u>4 1/2</u>
18. Research Committee	Ryland C. Casey	<u>1</u>



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19. John B. Roberts	Dr. Delwin Dusenbury	<u>4 1/2</u>
20. Research Committee	Dr. Richard Evans, Houston	<u>6</u>
21. Haskell Boyter	Dr. Warren G. Findley	<u>4 1/2</u>
22. Ryland Crary	Dr. A. W. Forshay, Columbia Univ.	<u>4 1/2</u>
23. Bob Anderson	Dr. John K. Folger	<u>4 1/2</u>
24. Harry Lamb and President Knowles	Dr. Herbert Gerjouy, Univ. of Toledo	<u>4 1/2</u>
25. Edward C. Lambert	Barton Griffith, Univ. of Missouri	<u>4 1/2</u>
26. Dr. Burrell F. Hansen	Dr. Burrell F. Hansen, Utah State Univ.	<u>4 1/2</u>
27. Research Committee	Louis Heil, New York Univ.	<u>4 1/2</u>
28. Paul K. Heim	Paul K. Heim, Richmond Area Univ. Center	<u>4 1/2</u>
29. Research Committee	Earl G. Herminghaus	<u>4 1/2</u>
30. Research Committee	Dr. Richard Husband, Florida State University	<u>4 1/2</u>
31. Elmer G. Sulzer	George C. Johnson, Indiana Univ.	<u>4 1/2</u>
32. Research Committee	Joseph H. Kanner, Human Resources Research Office	<u>4 1/2</u>
33. _____	Dr. S. M. Kennedy, Jr. Texas Teachers College	<u>4 1/2</u>
34. Robert W. Kirkpatrick	Robert W. Kirkpatrick, Union Theo- logical Seminary	<u>7</u>
35. Research Committee	Kretzinger, Oregon	<u>4 1/2</u>
36. Research Committee	Hideya Kumata, Michigan State Univ.	<u>8</u>
37. Edward C. Lambert	Edward C. Lambert, Univ. of Missouri	<u>4 1/2</u>
38. F. G. Macomber	F. G. Macomber	<u>9</u>
39. Jim Robertson	Chalmers Marquis, WTTW, Chicago	<u>4 1/2</u>

<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
40. Research Committee	Dr. Marshall McLuhan, Toronto	<u>14</u>
41. John C. Schwarzwald	Dr. Wm. A. Mindok, Univ. of Minnesota	<u>13</u>
42. James A. Fellows	Larry Myers, Syracuse Univ.	<u>15</u>
43. R. F. Schenkkan	R. C. Norris, Univ. of Texas	<u>42</u>
44. Research Committee	John Parsey, Research Dir., Nat. Proj. Agric. Com.	<u>42</u>
45. Ray Hurlbert	Lou Peneguy, Univ. of Alabama	<u>42</u>
46. A. B. Roberts	William Prange, W. Illinois State College	<u>42</u>
47. A. B. Roberts	Dr. Ned Raglein, W. Illinois State College	<u>42</u>
48. John B. Roberts	Prof. John B. Roberts, Temple Univ.	<u>42</u>
49. Research Committee	Howard Rowland, Pittsburgh	<u>42</u>
50. Research Committee	Richard Runyon, Human Resources Research Office	<u>42</u>
51. James Day	Dr. Wilbur Schramm, Stanford Univ.	<u>2</u>
52. Research Committee	Dr. Warren Seibert, Purdue Univ.	<u>3</u>
53. Research Committee	Shepherd, Oregon	<u>42</u>
54. Research Committee	Benjamin Shimberg, Educ. Testing Service	<u>42</u>
55. F. G. Macomber	Dr. Laurence Sigel, Miami Univ., Ohio	<u>42</u>
56. Vernon Bronson	Dr. Frank Sloane, Dade County Board of Instruction, Miami	<u>16</u>
57. Tex Smiley	Tex Smiley, Kansas State Teachers College	<u>42</u>
58. Ryland W. Grary	Dr. Louis Smith, Washington Univ.	<u>42</u>
59. Cj Stevens	Cj Stevens, Univ. of Kansas City	<u>42</u>
60. Elmer G. Sulzer	Elmer G. Sulzer, Indiana Univ.	<u>42</u>



<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
61. Research Committee	Percy Tannenbaum, Illinois	<u>4 1/2</u>
62. A. B. Roberts	Jeannette Terrell, W. Illinois State College	<u>4 1/2</u>
63. Earl Wynn	Wesley Wallace, Univ. of North Carolina	<u>5</u>
64. Kenneth E. Thomas	Dr. Forest L. Whan	<u>4</u>
65. Graydon Ausmus	Walt Whitaker, Univ. of Alabama	<u>4 1/2</u>
66. Ryland W. Crary	Dr. Steven Withey, Univ. of Michigan	<u>4 1/2</u>

\* \* \* \* \*

- (a) Research Committee (Cheydleur)      Bruce Westley Univ. of Wisc.      A letter from McCarty indicates Westley is no longer in research and, therefore I withdraw my nomination. RDC.
- (b) Research Committee      Ryland W. Crary ETRC      We discussed this at Chicago. Whether he is to be a panel member or a participant, I fail to recall. However, will you follow through on this, Tyler, and then count him in one of these two groups.
- (c) Harry D. Lamb      Arnold Hanson, Dean Univ. of Toledo      Tyler: Lamb has made several recommendations. This one for Dean Hanson appeared to be the type where a special invitation might be sent by you ---saying that you would like to have him sit in on a few sessions...not as an expenses-paid participant, etc.
- On the final clearance sheet, may we have, Keith, the action take on the above two items? (rdc)

- (d) Some of the locations listed after several names is scanty due to the fact that many application blanks were incomplete.

TO: NAEB Research Committee

FROM: Raymond D. Cheydleur

DATE: October 1, 1957

SUBJECT: New addresses of Committee Members

Several of you requested an up-to-date directory of the addresses of the members of the committee. Flick and Adkins are now settled and we have a different departmental title here at Florida.

ADDRESSES OF NAEB RESEARCH COMMITTEE MEMBERS

Professor Gale Adkins, Director, Office of Radio-TV Research,  
University of Kansas, Lawrence, Kansas

Dr. Sam L. Becker, Director, Television Center, State University  
of Iowa, Iowa City, Iowa

Mr. Robert Coleman, Manager, Stations WKAR-WKAR-FM, Michigan  
State University, East Lansing, Michigan

Professor Clarence Flick, 833 9th St., Santa Monica, California

Dr. Kenneth Harwood, Chairman, Department of Telecommunications,  
University of Southern California,  
Los Angeles, California

Dr. Irving R. Merrill, Director, Television Research, Michigan  
State University, East Lansing, Michigan

Dr. I Keith Tyler, Director, Institute for Education by Radio-TV,  
Ohio State University, Columbus, Ohio

Mr. Raymond D. Cheydleur, Ass't. Dir., University Broadcasting  
Services, Florida State University,  
Tallahassee, Florida



TO: Harry Skornia, Executive Director, NAEB  
FROM: Raymond D. Cheydleur, Chairman, Research Committee  
DATE: October 1, 1957  
SUBJECT: Annual Report

Burton Paulu's recent memo requests that an annual report of the work of NAEB Committees be sent to you by October 4.

You may recall that all of the material discussed at the Research Committee Chicago conference was duplicated and twelve copies were sent to Paulu to be distributed to the Board of Directors at the St. Louis meeting.

However, the brief but attached summary is sent herewith. I am asking Irving Merrill, because circumstances here will prevent my being at St. Louis, and he intends to have the facts on the Neilsen project ready for discussion before the Board, to also stand in for me in case there are any additional questions from the floor when committee reports are presented.

Please feel free to make additions or deletions as you deem necessary.

RDC:as

c.c. Burton Paulu  
Research Committee

## REPORT OF THE NAEB RESEARCH COMMITTEE

October 1, 1957

The NAEB Research Committee during this year made considerable progress toward implementing its purposes and goals.

However, before this could take place, the functions of the Committee, as laid out by the Board of Directors at its Gotham meeting in 1952, had to be carefully studied and revised for the Board's consideration at the St. Louis meeting. In order to accomplish this, all of the committee members met in Chicago in August and prepared a revision.

Considerable thought was devoted to analysing the work and relationship of this committee to that of the activities of ETRC.

Director Skornia advised the group at this time that Kellogg funds were available for holding a Research Seminar this year. Dick Hull and I. Keith Tyler presented an invitation from Ohio State University to have the Seminar at Columbus in December. The proposal was carefully studied and then gratefully accepted unanimously.

Your committee has worked diligently in carefully studying the qualifications of over sixty proposed nominees. There is little else to report at this time about the seminar plans or the basic topics to be discussed. However, you may expect to hear by early next year a great deal more about the results of this seminar and the benchmarks of broadcasting research we hope will come from this group.

The Committee is pleased to announce that the Grants-In-Aid program will continue this year. The final results of the first year's program, although not out yet, were of a general quality encouraging your committee to want this experimental program continued.

The Committee has made certain additional recommendations, many of them pending the outcome of the meeting at Ohio, and at that time a more positive and complete report will be made to the members.

Respectfully submitted by:

THE NAEB RESEARCH COMMITTEE

Gale Adkins  
Sam L. Becker  
Robert Coleman  
Clarence Flick  
Kenneth Harwood  
Irving R. Merrill  
I. Keith Tyler  
Raymond D. Cheydleur, Chairman



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